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# Television Ethnic Population Book

ADI and Metro

1991-1992

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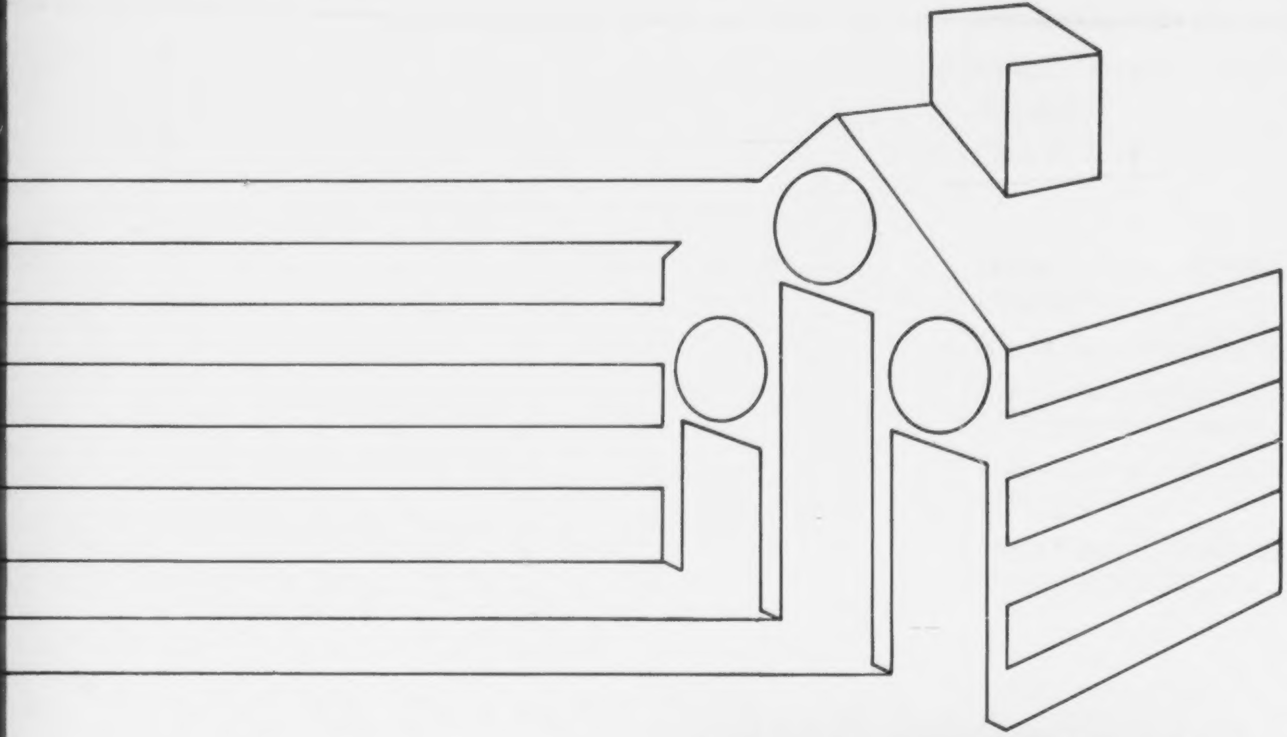

# Television Ethnic Population Book

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**1991-1992**

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# Introduction

## CONCEPT

***The Ethnic Population Book provides Television Household and Demographic estimates, in hundreds, for all 1991-1992 Arbitron-defined Metro areas and ADI markets.***

Estimates reported are as follows:

**TV HOUSEHOLDS**

Persons 2+
- 12-24
- 12-34
- 18+
- 18-34
- 18-49

Women Total (18+)
- 12-24
- 18-34
- 18-49
- 25-49
- 25-54

Men Total (18+)
- 18-34
- 18-49
- 21-49
- 25-49
- 25-54

Teens Total (12-17)

Children Total (2-11)
- 6-11

## DESCRIPTION OF ESTIMATES REPORTED

**POPULATION ESTIMATES/**Population estimates are shown for each Metro area and ADI market, and include most of the sex/age categories for which audience estimates are reported in the Arbitron Television Market Report. Market Statistics provides estimates of total households and population (including population in group quarters), each of which is reduced by Arbitron estimates of television penetration to produce Arbitron television household and population estimates.

The user should be aware that there are no existing Census data which are directly comparable to the projections shown in this report. The Bureau of the Census issues reports covering all households, including those without television sets. Census estimates have been updated and projected to January 1, 1992 by Market Statistics based on estimates from Sales & Marketing Management's 1991 Survey of Buying Power. Data from the Bureau of the Census, Advertising Research Foundation and Market Statistics are subject to defects and limitations such as sampling, processing, and recording errors. In addition, for those years between decennial census dates, Census data are based upon a sample which is significantly smaller in most regions than that employed by Arbitron; and Market Statistics utilizes published government figures in estimating population for individual counties. These limitations in data from the Advertising Research Foundation and Market Statistics are inherent in Arbitron estimates.

Arbitron makes no warranties, express or implied, concerning data gathered or obtained by Arbitron from any source.

**TELEVISION HOUSEHOLD/**A television household is an occupied dwelling unit having one or more television sets. Updated estimates of the number of television households in each surveyed county in the United States are prepared annually by Arbitron's Research Department for use in projecting estimates of audience size in Arbitron's Television publications. For information regarding Arbitron's TVHH estimate updating procedure, see separate publication provided to all local Television Market Report subscribers entitled *Description of Methodology*.

Arbitron clients who also receive survey data estimates on EDP tape should note that the estimates on the tape are in somewhat different form than reported in this book.

**MINIMUM REPORTING STANDARDS/** The minimum reporting standard required for any group of estimates to be included in this report is 50 or more. All projected estimates are rounded to the nearest hundred. Initial calculations are based on rounded estimates. A blank in any of the estimates columns indicates that the estimate is below the minimum reporting standard.

The user of this report should keep in mind that the accuracy of Arbitron measurements, calculations based thereon, data or reports cannot be determined to any precise mathematical value or definition.

For information regarding Arbitron's terminologies, area definitions, and methodologies, see the regular Television Market Report or separate publication entitled *Description of Methodology*.

## AREA OF DOMINANT INFLUENCE (ADI)

**CONCEPT OF THE ADI/**The ADI or Area of Dominant Influence is a geographic design which defines each television market exclusive of all others based on measured viewing patterns. It is an area that consists of Arbitron sampling units in which the home-market commercial stations and satellite stations reported in combination with them received a preponderance of total viewing hours. A sampling unit is normally one county or an independent city, although some counties may be divided into two or more sampling units due to topography or ethnicity. For purposes of this publication, sampling units will be referred to as counties. Each county in the U.S. (excluding Hawaii and Alaska) is allocated exclusively to one ADI. There is no overlap. Markets in noncontiguous states, territories and possessions may be ADIs if there are station subscribers in those markets.

In most cases, when a county is divided by Arbitron into more than one geographic sampling unit, each unit is analyzed as if it were a county for ADI purposes, and is assigned to an ADI on the basis of the rules described below.

Assignments of counties to ADIs are effective for an entire survey year, commencing each October.

The original ADI allocations were based on a 1965 county-by-county study of television circulation using the viewing data obtained by diary from approximately 250,000 television households. From these viewing data, Arbitron prepared estimates of the total viewing hours in each county for an average week, and the percentage of the estimated total viewing hours for each station for which viewing was reported.

Arbitron reviews ADI assignments annually, the most recent update having been computed from viewing records from the May 1990, July 1990, November 1990 and February 1991 surveys. Based on these estimates, Arbitron made its ADI allocations for the 1991-1992 survey year.

For further information regarding ADI assignment procedures, see separate publication entitled *Description of Methodology.*

## SECTIONS OF THE REPORT

All TVHH and demographic estimates are reported, with their corresponding rank, in all sections of this report. Estimates are reported for total, black and Hispanic populations. Estimates are presented as follows:

- **ADI Markets Population Summary**
  Markets Listed Alphabetically
- **ADI Markets Ranked by Demographic Category**
- **Metro Markets Population Summary**
  Markets Listed Alphabetically
- **Metro Markets Ranked by Demographic Category**
  ADI Markets with Metro Areas Listed by Demographic Rank

# ADI Markets Population Summary

Markets listed alphabetically

# ADI MARKETS POPULATION SUMMARY

## ABILENE-SWEETWATER

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 107,100 | .12 | 157 |
| PERSONS 2+ | 279,300 | .12 | 158 |
| 18+ | 209,800 | .11 | 159 |
| 18-49 | 124,000 | .10 | 160 |
| 12-24 | 63,400 | .12 | 163 |
| 12-34 | 95,100 | .11 | 162 |
| 18-34 | 70,200 | .10 | 161 |
| WOMEN TOTAL | 110,200 | .11 | 159 |
| 18-49 | 61,300 | .10 | 161 |
| 12-24 | 25,900 | .12 | 160 |
| 18-34 | 34,000 | .10 | 161 |
| 25-49 | 47,600 | .10 | 159 |
| 25-54 | 54,300 | .10 | 159 |
| MEN TOTAL | 99,600 | .11 | 160 |
| 18-49 | 62,700 | .10 | 162 |
| 18-34 | 36,200 | .11 | 161 |
| 21-49 | 55,800 | .10 | 160 |
| 25-49 | 47,900 | .10 | 160 |
| 25-54 | 54,800 | .10 | 159 |
| TEENS TOTAL | 24,900 | .12 | 159 |
| CHILD TOTAL | 44,600 | .12 | 158 |
| 6-11 | 26,800 | .13 | 156 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,200 | .04 | 137 |
| PERSONS 2+ | 12,400 | .04 | 139 |
| 18+ | 8,700 | .04 | 139 |
| 18-49 | 6,600 | .05 | 141 |
| 12-24 | 2,900 | .04 | 144 |
| 12-34 | 6,000 | .05 | 138 |
| 18-34 | 4,800 | .05 | 136 |
| WOMEN TOTAL | 4,200 | .04 | 138 |
| 18-49 | 2,900 | .04 | 136 |
| 12-24 | 1,200 | .04 | 142 |
| 18-34 | 2,100 | .05 | 135 |
| 25-49 | 2,300 | .04 | 137 |
| 25-54 | 2,600 | .04 | 137 |
| MEN TOTAL | 4,500 | .05 | 146 |
| 18-49 | 3,700 | .05 | 141 |
| 18-34 | 2,700 | .06 | 139 |
| 21-49 | 3,100 | .05 | 146 |
| 25-49 | 2,600 | .05 | 143 |
| 25-54 | 2,700 | .05 | 144 |
| TEENS TOTAL | 1,200 | .04 | 140 |
| CHILD TOTAL | 2,500 | .05 | 135 |
| 6-11 | 1,700 | .05 | 133 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 12,400 | .20 | 55 |
| PERSONS 2+ | 43,500 | .20 | 57 |
| 18+ | 27,000 | .18 | 57 |
| 18-49 | 21,500 | .18 | 57 |
| 12-24 | 10,600 | .19 | 57 |
| 12-34 | 16,600 | .18 | 58 |
| 18-34 | 13,100 | .17 | 59 |
| WOMEN TOTAL | 13,100 | .18 | 55 |
| 18-49 | 10,100 | .18 | 56 |
| 12-24 | 5,100 | .20 | 56 |
| 18-34 | 6,100 | .17 | 58 |
| 25-49 | 7,700 | .18 | 53 |
| 25-54 | 8,200 | .18 | 54 |
| MEN TOTAL | 13,900 | .18 | 56 |
| 18-49 | 11,400 | .18 | 59 |
| 18-34 | 7,000 | .17 | 59 |
| 21-49 | 10,300 | .18 | 55 |
| 25-49 | 8,700 | .19 | 55 |
| 25-54 | 9,500 | .18 | 55 |
| TEENS TOTAL | 5,500 | .23 | 51 |
| CHILD TOTAL | 11,000 | .24 | 53 |
| 6-11 | 6,400 | .24 | 53 |

## ALBANY, GA (VALDOSTA & CORDELE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 131,400 | .14 | 153 |
| PERSONS 2+ | 363,600 | .15 | 146 |
| 18+ | 263,600 | .14 | 148 |
| 18-49 | 169,900 | .14 | 147 |
| 12-24 | 76,600 | .17 | 136 |
| 12-34 | 131,900 | .15 | 145 |
| 18-34 | 93,900 | .14 | 146 |
| WOMEN TOTAL | 142,300 | .15 | 145 |
| 18-49 | 87,700 | .15 | 144 |
| 12-24 | 37,600 | .17 | 137 |
| 18-34 | 45,300 | .14 | 143 |
| 25-49 | 68,600 | .14 | 144 |
| 25-54 | 77,900 | .14 | 144 |
| MEN TOTAL | 121,300 | .14 | 152 |
| 18-49 | 82,200 | .14 | 147 |
| 18-34 | 45,600 | .13 | 147 |
| 21-49 | 73,500 | .13 | 147 |
| 25-49 | 62,700 | .13 | 148 |
| 25-54 | 71,200 | .13 | 149 |
| TEENS TOTAL | 38,000 | .19 | 133 |
| CHILD TOTAL | 62,000 | .17 | 139 |
| 6-11 | 36,400 | .18 | 136 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 41,900 | .42 | 62 |
| PERSONS 2+ | 130,400 | .46 | 59 |
| 18+ | 84,600 | .42 | 61 |
| 18-49 | 59,700 | .41 | 62 |
| 12-24 | 33,300 | .50 | 55 |
| 12-34 | 53,500 | .45 | 59 |
| 18-34 | 36,500 | .41 | 63 |
| WOMEN TOTAL | 48,300 | .44 | 58 |
| 18-49 | 32,800 | .43 | 59 |
| 12-24 | 16,900 | .51 | 53 |
| 18-34 | 20,100 | .44 | 58 |
| 25-49 | 24,200 | .42 | 63 |
| 25-54 | 27,100 | .42 | 62 |
| MEN TOTAL | 36,300 | .39 | 64 |
| 18-49 | 26,900 | .39 | 65 |
| 18-34 | 16,400 | .39 | 66 |
| 21-49 | 23,200 | .38 | 67 |
| 25-49 | 19,200 | .38 | 67 |
| 25-54 | 21,000 | .37 | 68 |
| TEENS TOTAL | 17,000 | .57 | 53 |
| CHILD TOTAL | 28,800 | .54 | 56 |
| 6-11 | 17,400 | .56 | 55 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 700 | .01 | 158 |
| PERSONS 2+ | 6,100 | .03 | 127 |
| 18+ | 4,600 | .03 | 127 |
| 18-49 | 4,100 | .03 | 123 |
| 12-24 | 2,500 | .05 | 110 |
| 12-34 | 4,000 | .04 | 116 |
| 18-34 | 3,200 | .04 | 117 |
| WOMEN TOTAL | 1,100 | .01 | 148 |
| 18-49 | 1,000 | .02 | 146 |
| 12-24 | 900 | .03 | 113 |
| 18-34 | 800 | .02 | 136 |
| 25-49 | 600 | .01 | 149 |
| 25-54 | 600 | .01 | 153 |
| MEN TOTAL | 3,500 | .05 | 112 |
| 18-49 | 3,100 | .05 | 106 |
| 18-34 | 2,400 | .06 | 99 |
| 21-49 | 2,500 | .04 | 107 |
| 25-49 | 1,800 | .04 | 113 |
| 25-54 | 1,900 | .04 | 114 |
| TEENS TOTAL | 800 | .03 | 112 |
| CHILD TOTAL | 700 | .02 | 156 |
| 6-11 | 200 | .01 | 173 |

## ALBANY-SCHENECTADY-TROY

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 503,500 | .55 | 51 |
| PERSONS 2+ | 1,284,500 | .53 | 53 |
| 18+ | 1,006,000 | .55 | 50 |
| 18-49 | 635,200 | .53 | 50 |
| 12-24 | 243,400 | .53 | 51 |
| 12-34 | 462,000 | .52 | 51 |
| 18-34 | 350,000 | .52 | 51 |
| WOMEN TOTAL | 527,200 | .55 | 51 |
| 18-49 | 316,600 | .52 | 50 |
| 12-24 | 117,900 | .53 | 54 |
| 18-34 | 172,600 | .52 | 50 |
| 25-49 | 248,400 | .52 | 51 |
| 25-54 | 280,100 | .52 | 51 |
| MEN TOTAL | 478,800 | .54 | 50 |
| 18-49 | 318,600 | .53 | 50 |
| 18-34 | 177,400 | .52 | 51 |
| 21-49 | 287,100 | .52 | 51 |
| 25-49 | 245,400 | .52 | 51 |
| 25-54 | 275,300 | .52 | 51 |
| TEENS TOTAL | 102,000 | .51 | 57 |
| CHILD TOTAL | 176,500 | .49 | 53 |
| 6-11 | 103,800 | .48 | 58 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 16,300 | .16 | 96 |
| PERSONS 2+ | 47,600 | .17 | 95 |
| 18+ | 34,300 | .17 | 94 |
| 18-49 | 26,400 | .18 | 90 |
| 12-24 | 13,000 | .20 | 90 |
| 12-34 | 22,200 | .19 | 91 |
| 18-34 | 17,200 | .20 | 89 |
| WOMEN TOTAL | 16,200 | .15 | 98 |
| 18-49 | 11,900 | .16 | 95 |
| 12-24 | 5,900 | .18 | 92 |
| 18-34 | 7,500 | .16 | 96 |
| 25-49 | 8,300 | .14 | 99 |
| 25-54 | 9,200 | .14 | 99 |
| MEN TOTAL | 18,100 | .20 | 87 |
| 18-49 | 14,500 | .21 | 85 |
| 18-34 | 9,700 | .23 | 83 |
| 21-49 | 12,800 | .21 | 85 |
| 25-49 | 10,100 | .20 | 86 |
| 25-54 | 11,200 | .20 | 86 |
| TEENS TOTAL | 5,000 | .17 | 96 |
| CHILD TOTAL | 8,300 | .16 | 100 |
| 6-11 | 4,300 | .14 | 105 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 6,200 | .10 | 76 |
| PERSONS 2+ | 22,200 | .10 | 76 |
| 18+ | 15,800 | .10 | 75 |
| 18-49 | 13,100 | .11 | 74 |
| 12-24 | 6,200 | .11 | 73 |
| 12-34 | 11,000 | .11 | 74 |
| 18-34 | 8,600 | .11 | 74 |
| WOMEN TOTAL | 6,800 | .09 | 76 |
| 18-49 | 5,300 | .09 | 76 |
| 12-24 | 2,600 | .10 | 77 |
| 18-34 | 3,300 | .09 | 78 |
| 25-49 | 3,800 | .09 | 76 |
| 25-54 | 4,100 | .09 | 78 |
| MEN TOTAL | 9,000 | .12 | 74 |
| 18-49 | 7,600 | .12 | 72 |
| 18-34 | 5,300 | .13 | 72 |
| 21-49 | 6,900 | .12 | 72 |
| 25-49 | 5,500 | .12 | 74 |
| 25-54 | 5,700 | .11 | 74 |
| TEENS TOTAL | 2,400 | .10 | 76 |
| CHILD TOTAL | 4,000 | .09 | 81 |
| 6-11 | 2,300 | .09 | 83 |

# ADI MARKETS POPULATION SUMMARY

## ALBUQUERQUE (HOBBS)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 502,000 | .55 | 52 |
| PERSONS 2+ | 1,359,500 | .56 | 47 |
| 18+ | 987,000 | .53 | 52 |
| 18-49 | 661,600 | .55 | 48 |
| 12-24 | 260,400 | .57 | 47 |
| 12-34 | 490,700 | .56 | 48 |
| 18-34 | 360,100 | .53 | 49 |
| WOMEN TOTAL | 509,400 | .53 | 53 |
| 18-49 | 332,300 | .55 | 48 |
| 12-24 | 128,100 | .57 | 48 |
| 18-34 | 179,700 | .54 | 48 |
| 25-49 | 268,400 | .56 | 47 |
| 25-54 | 302,100 | .56 | 48 |
| MEN TOTAL | 477,600 | .54 | 51 |
| 18-49 | 329,300 | .55 | 48 |
| 18-34 | 180,400 | .53 | 49 |
| 21-49 | 301,900 | .55 | 47 |
| 25-49 | 263,400 | .56 | 47 |
| 25-54 | 295,100 | .56 | 47 |
| TEENS TOTAL | 130,600 | .65 | 43 |
| CHILD TOTAL | 241,900 | .67 | 42 |
| 6-11 | 145,400 | .68 | 42 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 8,200 | .08 | 120 |
| PERSONS 2+ | 22,500 | .08 | 123 |
| 18+ | 15,500 | .08 | 123 |
| 18-49 | 11,700 | .08 | 124 |
| 12-24 | 6,500 | .08 | 125 |
| 12-34 | 9,900 | .08 | 123 |
| 18-34 | 7,100 | .08 | 124 |
| WOMEN TOTAL | 7,000 | .06 | 124 |
| 18-49 | 4,900 | .06 | 125 |
| 12-24 | 2,400 | .07 | 125 |
| 18-34 | 2,900 | .06 | 126 |
| 25-49 | 3,900 | .07 | 122 |
| 25-54 | 4,500 | .07 | 121 |
| MEN TOTAL | 8,500 | .09 | 122 |
| 18-49 | 6,600 | .10 | 119 |
| 18-34 | 4,200 | .10 | 120 |
| 21-49 | 6,100 | .10 | 119 |
| 25-49 | 5,100 | .10 | 119 |
| 25-54 | 5,700 | .10 | 116 |
| TEENS TOTAL | 2,800 | .09 | 117 |
| CHILD TOTAL | 4,200 | .08 | 128 |
| 6-11 | 2,500 | .08 | 122 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 157,100 | 2.52 | 8 |
| PERSONS 2+ | 484,900 | 2.18 | 12 |
| 18+ | 331,600 | 2.18 | 11 |
| 18-49 | 238,300 | 2.00 | 13 |
| 12-24 | 104,800 | 1.91 | 14 |
| 12-34 | 193,200 | 1.92 | 13 |
| 18-34 | 140,400 | 1.83 | 14 |
| WOMEN TOTAL | 169,200 | 2.26 | 12 |
| 18-49 | 118,900 | 2.09 | 12 |
| 12-24 | 52,100 | 2.01 | 13 |
| 18-34 | 69,500 | 1.95 | 13 |
| 25-49 | 92,900 | 2.18 | 12 |
| 25-54 | 103,500 | 2.21 | 12 |
| MEN TOTAL | 162,400 | 2.09 | 11 |
| 18-49 | 119,400 | 1.91 | 13 |
| 18-34 | 70,900 | 1.73 | 14 |
| 21-49 | 108,400 | 1.94 | 13 |
| 25-49 | 93,400 | 2.04 | 12 |
| 25-54 | 103,500 | 2.06 | 11 |
| TEENS TOTAL | 52,800 | 2.20 | 13 |
| CHILD TOTAL | 100,500 | 2.17 | 14 |
| 6-11 | 50,600 | 2.27 | 13 |

## ALEXANDRIA, LA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 83,600 | .09 | 173 |
| PERSONS 2+ | 239,100 | .10 | 167 |
| 18+ | 175,000 | .09 | 169 |
| 18-49 | 118,100 | .10 | 166 |
| 12-24 | 53,700 | .12 | 161 |
| 12-34 | 94,400 | .11 | 163 |
| 18-34 | 71,800 | .11 | 160 |
| WOMEN TOTAL | 85,900 | .09 | 171 |
| 18-49 | 56,700 | .09 | 168 |
| 12-24 | 24,300 | .11 | 166 |
| 18-34 | 33,100 | .10 | 165 |
| 25-49 | 43,400 | .09 | 167 |
| 25-54 | 49,100 | .09 | 168 |
| MEN TOTAL | 86,100 | .10 | 169 |
| 18-49 | 61,400 | .10 | 163 |
| 18-34 | 38,700 | .11 | 157 |
| 21-49 | 54,400 | .10 | 164 |
| 25-49 | 43,600 | .09 | 166 |
| 25-54 | 48,700 | .09 | 167 |
| TEENS TOTAL | 22,600 | .11 | 162 |
| CHILD TOTAL | 41,500 | .11 | 161 |
| 6-11 | 24,800 | .12 | 163 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 18,300 | .18 | 90 |
| PERSONS 2+ | 59,700 | .21 | 84 |
| 18+ | 40,300 | .20 | 86 |
| 18-49 | 29,900 | .21 | 84 |
| 12-24 | 14,900 | .23 | 85 |
| 12-34 | 26,000 | .22 | 82 |
| 18-34 | 19,700 | .22 | 82 |
| WOMEN TOTAL | 20,700 | .19 | 87 |
| 18-49 | 14,500 | .19 | 87 |
| 12-24 | 6,900 | .21 | 87 |
| 18-34 | 9,100 | .20 | 85 |
| 25-49 | 10,800 | .19 | 88 |
| 25-54 | 11,900 | .18 | 88 |
| MEN TOTAL | 19,600 | .21 | 83 |
| 18-49 | 15,400 | .22 | 81 |
| 18-34 | 10,600 | .25 | 79 |
| 21-49 | 13,300 | .22 | 82 |
| 25-49 | 10,500 | .21 | 85 |
| 25-54 | 11,300 | .20 | 85 |
| TEENS TOTAL | 6,300 | .21 | 86 |
| CHILD TOTAL | 13,100 | .25 | 83 |
| 6-11 | 8,000 | .26 | 82 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,500 | .02 | 133 |
| PERSONS 2+ | 5,600 | .03 | 132 |
| 18+ | 3,800 | .02 | 134 |
| 18-49 | 3,300 | .03 | 131 |
| 12-24 | 1,900 | .03 | 124 |
| 12-34 | 3,100 | .03 | 128 |
| 18-34 | 2,300 | .03 | 129 |
| WOMEN TOTAL | 1,600 | .02 | 134 |
| 18-49 | 1,300 | .02 | 134 |
| 12-24 | 800 | .03 | 121 |
| 18-34 | 900 | .03 | 129 |
| 25-49 | 900 | .02 | 136 |
| 25-54 | 1,000 | .02 | 136 |
| MEN TOTAL | 2,200 | .03 | 135 |
| 18-49 | 2,000 | .03 | 130 |
| 18-34 | 1,400 | .03 | 130 |
| 21-49 | 1,800 | .03 | 126 |
| 25-49 | 1,300 | .03 | 129 |
| 25-54 | 1,400 | .03 | 130 |
| TEENS TOTAL | 800 | .03 | 112 |
| CHILD TOTAL | 1,000 | .02 | 136 |
| 6-11 | 500 | .02 | 141 |

## ALPENA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 15,700 | .02 | 210 |
| PERSONS 2+ | 39,500 | .02 | 210 |
| 18+ | 30,300 | .02 | 210 |
| 18-49 | 16,600 | .01 | 210 |
| 12-24 | 6,400 | .01 | 210 |
| 12-34 | 11,900 | .01 | 210 |
| 18-34 | 8,500 | .01 | 210 |
| WOMEN TOTAL | 15,800 | .02 | 210 |
| 18-49 | 8,400 | .01 | 210 |
| 12-24 | 3,200 | .01 | 210 |
| 18-34 | 4,200 | .01 | 210 |
| 25-49 | 6,900 | .01 | 210 |
| 25-54 | 8,000 | .01 | 210 |
| MEN TOTAL | 14,500 | .02 | 210 |
| 18-49 | 8,200 | .01 | 210 |
| 18-34 | 4,300 | .01 | 210 |
| 21-49 | 7,500 | .01 | 210 |
| 25-49 | 6,700 | .01 | 210 |
| 25-54 | 7,900 | .01 | 210 |
| TEENS TOTAL | 3,400 | .02 | 210 |
| CHILD TOTAL | 5,600 | .02 | 210 |
| 6-11 | 3,600 | .02 | 210 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | | | 203 |
| PERSONS 2+ | | | 210 |
| 18+ | | | 210 |
| 18-49 | | | 209 |
| 12-24 | | | 203 |
| 12-34 | | | 204 |
| 18-34 | | | 204 |
| WOMEN TOTAL | | | 202 |
| 18-49 | | | 202 |
| 12-24 | | | 200 |
| 18-34 | | | 199 |
| 25-49 | | | 198 |
| 25-54 | | | 200 |
| MEN TOTAL | | | 210 |
| 18-49 | | | 209 |
| 18-34 | | | 204 |
| 21-49 | | | 208 |
| 25-49 | | | 208 |
| 25-54 | | | 210 |
| TEENS TOTAL | | | 197 |
| CHILD TOTAL | | | 200 |
| 6-11 | | | 194 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | | | 210 |
| PERSONS 2+ | 300 | - | 209 |
| 18+ | 200 | - | 208 |
| 18-49 | 200 | - | 207 |
| 12-24 | | | 210 |
| 12-34 | 200 | - | 205 |
| 18-34 | 200 | - | 201 |
| WOMEN TOTAL | 100 | - | 207 |
| 18-49 | 100 | - | 207 |
| 12-24 | | | 206 |
| 18-34 | 100 | - | 197 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 201 |
| MEN TOTAL | 100 | - | 208 |
| 18-49 | 100 | - | 204 |
| 18-34 | 100 | - | 200 |
| 21-49 | 100 | - | 201 |
| 25-49 | 100 | - | 200 |
| 25-54 | 100 | - | 201 |
| TEENS TOTAL | | | 198 |
| CHILD TOTAL | 100 | - | 201 |
| 6-11 | | | 199 |

# ADI MARKETS POPULATION SUMMARY

## AMARILLO

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 166,000 | .18 | 127 |
| PERSONS 2+ | 431,700 | .18 | 129 |
| 18+ | 315,200 | .17 | 131 |
| 18-49 | 195,700 | .16 | 130 |
| 12-24 | 81,000 | .18 | 132 |
| 12-34 | 149,200 | .17 | 130 |
| 18-34 | 108,500 | .16 | 131 |
| WOMEN TOTAL | 165,000 | .17 | 129 |
| 18-49 | 98,400 | .16 | 130 |
| 12-24 | 39,800 | .18 | 130 |
| 18-34 | 54,100 | .16 | 131 |
| 25-49 | 78,400 | .16 | 130 |
| 25-54 | 89,300 | .17 | 130 |
| MEN TOTAL | 150,200 | .17 | 131 |
| 18-49 | 97,300 | .16 | 131 |
| 18-34 | 54,400 | .16 | 132 |
| 21-49 | 88,700 | .16 | 131 |
| 25-49 | 77,000 | .16 | 130 |
| 25-54 | 87,500 | .17 | 129 |
| TEENS TOTAL | 40,700 | .20 | 123 |
| CHILD TOTAL | 75,800 | .21 | 121 |
| 6-11 | 46,200 | .22 | 120 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 5,500 | .06 | 132 |
| PERSONS 2+ | 15,900 | .06 | 130 |
| 18+ | 10,500 | .05 | 133 |
| 18-49 | 7,700 | .05 | 133 |
| 12-24 | 3,900 | .06 | 130 |
| 12-34 | 6,900 | .06 | 130 |
| 18-34 | 5,000 | .06 | 134 |
| WOMEN TOTAL | 5,400 | .05 | 132 |
| 18-49 | 4,000 | .05 | 131 |
| 12-24 | 1,600 | .05 | 133 |
| 18-34 | 2,500 | .05 | 130 |
| 25-49 | 3,200 | .05 | 127 |
| 25-54 | 3,400 | .05 | 129 |
| MEN TOTAL | 5,100 | .06 | 137 |
| 18-49 | 3,700 | .05 | 141 |
| 18-34 | 2,500 | .06 | 141 |
| 21-49 | 3,200 | .05 | 142 |
| 25-49 | 2,500 | .05 | 144 |
| 25-54 | 2,800 | .05 | 143 |
| TEENS TOTAL | 1,900 | .06 | 128 |
| CHILD TOTAL | 3,500 | .07 | 127 |
| 6-11 | 1,700 | .05 | 133 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 22,900 | .37 | 41 |
| PERSONS 2+ | 61,100 | .36 | 42 |
| 18+ | 49,100 | .32 | 43 |
| 18-49 | 40,000 | .34 | 43 |
| 12-24 | 20,400 | .37 | 42 |
| 12-34 | 36,000 | .36 | 43 |
| 18-34 | 25,800 | .34 | 44 |
| WOMEN TOTAL | 24,000 | .32 | 41 |
| 18-49 | 19,500 | .34 | 43 |
| 12-24 | 10,200 | .39 | 39 |
| 18-34 | 12,500 | .35 | 43 |
| 25-49 | 14,300 | .34 | 43 |
| 25-54 | 15,300 | .33 | 43 |
| MEN TOTAL | 25,100 | .32 | 44 |
| 18-49 | 20,500 | .33 | 44 |
| 18-34 | 13,300 | .32 | 44 |
| 21-49 | 18,500 | .33 | 44 |
| 25-49 | 15,500 | .34 | 43 |
| 25-54 | 16,800 | .34 | 43 |
| TEENS TOTAL | 10,200 | .43 | 37 |
| CHILD TOTAL | 21,800 | .47 | 36 |
| 6-11 | 13,100 | .49 | 35 |

## ANNISTON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 43,000 | .05 | 194 |
| PERSONS 2+ | 113,200 | .05 | 195 |
| 18+ | 86,800 | .05 | 195 |
| 18-49 | 56,300 | .05 | 195 |
| 12-24 | 24,600 | .05 | 195 |
| 12-34 | 42,500 | .05 | 195 |
| 18-34 | 32,100 | .05 | 196 |
| WOMEN TOTAL | 45,800 | .05 | 195 |
| 18-49 | 28,200 | .05 | 194 |
| 12-24 | 11,900 | .05 | 195 |
| 18-34 | 16,900 | .05 | 194 |
| 25-49 | 21,300 | .04 | 195 |
| 25-54 | 24,300 | .05 | 194 |
| MEN TOTAL | 41,000 | .05 | 195 |
| 18-49 | 28,100 | .05 | 195 |
| 18-34 | 16,200 | .05 | 196 |
| 21-49 | 24,700 | .04 | 195 |
| 25-49 | 20,800 | .04 | 194 |
| 25-54 | 23,500 | .04 | 194 |
| TEENS TOTAL | 10,400 | .05 | 191 |
| CHILD TOTAL | 16,000 | .04 | 198 |
| 6-11 | 9,900 | .05 | 198 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 7,100 | .07 | 125 |
| PERSONS 2+ | 21,000 | .07 | 125 |
| 18+ | 14,800 | .07 | 125 |
| 18-49 | 10,700 | .07 | 125 |
| 12-24 | 5,700 | .09 | 123 |
| 12-34 | 9,300 | .08 | 126 |
| 18-34 | 6,900 | .08 | 125 |
| WOMEN TOTAL | 8,100 | .07 | 119 |
| 18-49 | 5,600 | .07 | 119 |
| 12-24 | 2,900 | .09 | 118 |
| 18-34 | 3,600 | .08 | 119 |
| 25-49 | 3,900 | .07 | 122 |
| 25-54 | 4,300 | .07 | 122 |
| MEN TOTAL | 6,700 | .07 | 127 |
| 18-49 | 5,100 | .07 | 128 |
| 18-34 | 3,300 | .08 | 132 |
| 21-49 | 4,200 | .07 | 132 |
| 25-49 | 3,500 | .07 | 130 |
| 25-54 | 3,800 | .07 | 129 |
| TEENS TOTAL | 2,400 | .08 | 122 |
| CHILD TOTAL | 3,800 | .07 | 126 |
| 6-11 | 2,400 | .08 | 124 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 300 | - | 188 |
| PERSONS 2+ | 1,300 | .01 | 190 |
| 18+ | 900 | .01 | 193 |
| 18-49 | 900 | .01 | 179 |
| 12-24 | 300 | .01 | 188 |
| 12-34 | 700 | .01 | 183 |
| 18-34 | 700 | .01 | 176 |
| WOMEN TOTAL | 400 | .01 | 185 |
| 18-49 | 400 | .01 | 179 |
| 12-24 | 100 | - | 186 |
| 18-34 | 300 | .01 | 171 |
| 25-49 | 300 | .01 | 175 |
| 25-54 | 300 | .01 | 176 |
| MEN TOTAL | 500 | .01 | 189 |
| 18-49 | 500 | .01 | 178 |
| 18-34 | 400 | .01 | 173 |
| 21-49 | 400 | .01 | 179 |
| 25-49 | 300 | .01 | 181 |
| 25-54 | 300 | .01 | 184 |
| TEENS TOTAL | | | 195 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 200 | .01 | 173 |

## ARDMORE-ADA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 69,500 | .08 | 178 |
| PERSONS 2+ | 177,000 | .07 | 179 |
| 18+ | 134,200 | .07 | 176 |
| 18-49 | 75,700 | .06 | 182 |
| 12-24 | 33,200 | .07 | 181 |
| 12-34 | 57,700 | .07 | 182 |
| 18-34 | 40,900 | .06 | 182 |
| WOMEN TOTAL | 70,900 | .07 | 178 |
| 18-49 | 38,000 | .06 | 182 |
| 12-24 | 16,300 | .07 | 181 |
| 18-34 | 20,200 | .06 | 183 |
| 25-49 | 30,000 | .06 | 181 |
| 25-54 | 34,800 | .06 | 181 |
| MEN TOTAL | 63,300 | .07 | 179 |
| 18-49 | 37,700 | .06 | 183 |
| 18-34 | 20,700 | .06 | 183 |
| 21-49 | 33,800 | .06 | 180 |
| 25-49 | 29,300 | .06 | 181 |
| 25-54 | 33,800 | .06 | 181 |
| TEENS TOTAL | 16,800 | .08 | 177 |
| CHILD TOTAL | 26,000 | .07 | 181 |
| 6-11 | 16,200 | .08 | 181 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,900 | .03 | 146 |
| PERSONS 2+ | 7,800 | .03 | 151 |
| 18+ | 5,700 | .03 | 153 |
| 18-49 | 3,900 | .03 | 154 |
| 12-24 | 2,000 | .03 | 151 |
| 12-34 | 3,500 | .03 | 152 |
| 18-34 | 2,700 | .03 | 154 |
| WOMEN TOTAL | 2,900 | .03 | 146 |
| 18-49 | 1,800 | .02 | 149 |
| 12-24 | 900 | .03 | 149 |
| 18-34 | 1,200 | .03 | 149 |
| 25-49 | 1,300 | .02 | 149 |
| 25-54 | 1,400 | .02 | 149 |
| MEN TOTAL | 2,800 | .03 | 155 |
| 18-49 | 2,100 | .03 | 156 |
| 18-34 | 1,500 | .04 | 154 |
| 21-49 | 1,800 | .03 | 156 |
| 25-49 | 1,400 | .03 | 158 |
| 25-54 | 1,600 | .03 | 156 |
| TEENS TOTAL | 800 | .03 | 148 |
| CHILD TOTAL | 1,300 | .02 | 149 |
| 6-11 | 900 | .03 | 146 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 600 | .01 | 166 |
| PERSONS 2+ | 2,900 | .01 | 162 |
| 18+ | 1,700 | .01 | 164 |
| 18-49 | 1,500 | .01 | 161 |
| 12-24 | 600 | .01 | 168 |
| 12-34 | 1,100 | .01 | 169 |
| 18-34 | 800 | .01 | 171 |
| WOMEN TOTAL | 600 | .01 | 170 |
| 18-49 | 600 | .01 | 164 |
| 12-24 | 200 | .01 | 171 |
| 18-34 | 300 | .01 | 171 |
| 25-49 | 500 | .01 | 158 |
| 25-54 | 500 | .01 | 160 |
| MEN TOTAL | 1,100 | .01 | 162 |
| 18-49 | 900 | .01 | 158 |
| 18-34 | 500 | .01 | 165 |
| 21-49 | 900 | .02 | 153 |
| 25-49 | 700 | .02 | 166 |
| 25-54 | 700 | .01 | 158 |
| TEENS TOTAL | 300 | .01 | 153 |
| CHILD TOTAL | 900 | .02 | 140 |
| 6-11 | 700 | .03 | 129 |

# ADI MARKETS POPULATION SUMMARY

## ATLANTA (ATHENS & ROME)

| | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,456,800 | 1.59 | 10 |
| **ALL** | | | |
| PERSONS 2+ | 3,806,400 | 1.58 | 11 |
| 18+ | 2,910,800 | 1.58 | 10 |
| 18-49 | 2,089,100 | 1.73 | 11 |
| 12-24 | 749,900 | 1.63 | 11 |
| 12-34 | 1,483,000 | 1.69 | 11 |
| 18-34 | 1,161,500 | 1.72 | 11 |
| WOMEN TOTAL | 1,521,200 | 1.58 | 10 |
| 18-49 | 1,058,800 | 1.75 | 10 |
| 12-24 | 371,800 | 1.66 | 11 |
| 18-34 | 585,300 | 1.75 | 10 |
| 25-49 | 843,900 | 1.76 | 10 |
| 25-54 | 939,500 | 1.74 | 10 |
| MEN TOTAL | 1,389,600 | 1.57 | 11 |
| 18-49 | 1,030,300 | 1.71 | 11 |
| 18-34 | 576,200 | 1.69 | 11 |
| 21-49 | 944,600 | 1.72 | 11 |
| 25-49 | 816,800 | 1.73 | 11 |
| 25-54 | 909,800 | 1.72 | 11 |
| TEENS TOTAL | 321,800 | 1.59 | 11 |
| CHILD TOTAL | 574,100 | 1.59 | 12 |
| 6-11 | 338,500 | 1.58 | 12 |

| | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 316,200 | 3.19 | 7 |
| **BLACK** | | | |
| PERSONS 2+ | 886,400 | 3.11 | 7 |
| 18+ | 632,000 | 3.14 | 7 |
| 18-49 | 496,000 | 3.41 | 6 |
| 12-24 | 205,100 | 3.11 | 7 |
| 12-34 | 390,500 | 3.31 | 6 |
| 18-34 | 300,700 | 3.42 | 6 |
| WOMEN TOTAL | 347,300 | 3.19 | 7 |
| 18-49 | 266,100 | 3.48 | 6 |
| 12-24 | 104,700 | 3.18 | 7 |
| 18-34 | 160,300 | 3.52 | 6 |
| 25-49 | 205,400 | 3.53 | 6 |
| 25-54 | 224,300 | 3.46 | 6 |
| MEN TOTAL | 284,700 | 3.08 | 7 |
| 18-49 | 229,900 | 3.33 | 6 |
| 18-34 | 140,400 | 3.30 | 6 |
| 21-49 | 207,800 | 3.39 | 6 |
| 25-49 | 175,300 | 3.43 | 6 |
| 25-54 | 190,500 | 3.37 | 6 |
| TEENS TOTAL | 89,800 | 2.99 | 7 |
| CHILD TOTAL | 164,600 | 3.09 | 7 |
| 6-11 | 96,200 | 3.08 | 6 |

| | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 22,000 | .35 | 42 |
| **HISPANIC** | | | |
| PERSONS 2+ | 72,700 | .33 | 44 |
| 18+ | 54,400 | .36 | 42 |
| 18-49 | 46,400 | .39 | 41 |
| 12-24 | 19,100 | .35 | 44 |
| 12-34 | 37,600 | .37 | 42 |
| 18-34 | 31,400 | .41 | 37 |
| WOMEN TOTAL | 23,500 | .31 | 43 |
| 18-49 | 19,600 | .34 | 42 |
| 12-24 | 7,500 | .29 | 46 |
| 18-34 | 12,800 | .36 | 42 |
| 25-49 | 14,600 | .34 | 41 |
| 25-54 | 15,600 | .33 | 42 |
| MEN TOTAL | 30,900 | .40 | 40 |
| 18-49 | 26,800 | .43 | 35 |
| 18-34 | 18,600 | .45 | 33 |
| 21-49 | 24,400 | .44 | 35 |
| 25-49 | 18,900 | .41 | 38 |
| 25-54 | 20,200 | .41 | 39 |
| TEENS TOTAL | 6,200 | .26 | 48 |
| CHILD TOTAL | 12,100 | .26 | 50 |
| 6-11 | 6,000 | .23 | 54 |

## AUGUSTA

| | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 203,300 | .22 | 112 |
| **ALL** | | | |
| PERSONS 2+ | 555,100 | .23 | 112 |
| 18+ | 409,400 | .22 | 113 |
| 18-49 | 274,800 | .23 | 108 |
| 12-24 | 113,200 | .25 | 111 |
| 12-34 | 206,900 | .24 | 108 |
| 18-34 | 153,400 | .23 | 109 |
| WOMEN TOTAL | 215,600 | .22 | 112 |
| 18-49 | 139,300 | .23 | 107 |
| 12-24 | 55,200 | .25 | 110 |
| 18-34 | 77,000 | .23 | 109 |
| 25-49 | 110,400 | .23 | 106 |
| 25-54 | 123,900 | .23 | 106 |
| MEN TOTAL | 193,800 | .22 | 112 |
| 18-49 | 135,500 | .22 | 108 |
| 18-34 | 76,400 | .22 | 111 |
| 21-49 | 121,800 | .22 | 109 |
| 25-49 | 104,700 | .22 | 109 |
| 25-54 | 117,400 | .22 | 110 |
| TEENS TOTAL | 53,600 | .27 | 101 |
| CHILD TOTAL | 92,200 | .25 | 106 |
| 6-11 | 55,300 | .26 | 104 |

| | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 66,100 | .67 | 41 |
| **BLACK** | | | |
| PERSONS 2+ | 200,900 | .71 | 39 |
| 18+ | 137,200 | .68 | 40 |
| 18-49 | 98,300 | .68 | 39 |
| 12-24 | 48,000 | .73 | 39 |
| 12-34 | 81,600 | .69 | 40 |
| 18-34 | 57,900 | .66 | 43 |
| WOMEN TOTAL | 75,300 | .69 | 41 |
| 18-49 | 52,100 | .68 | 38 |
| 12-24 | 23,900 | .73 | 39 |
| 18-34 | 30,400 | .67 | 43 |
| 25-49 | 40,000 | .69 | 38 |
| 25-54 | 44,100 | .68 | 40 |
| MEN TOTAL | 61,900 | .67 | 40 |
| 18-49 | 46,200 | .67 | 41 |
| 18-34 | 27,500 | .65 | 46 |
| 21-49 | 41,100 | .67 | 40 |
| 25-49 | 34,000 | .66 | 40 |
| 25-54 | 37,300 | .66 | 41 |
| TEENS TOTAL | 23,700 | .79 | 34 |
| CHILD TOTAL | 40,000 | .75 | 37 |
| 6-11 | 24,300 | .78 | 35 |

| | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,600 | .03 | 128 |
| **HISPANIC** | | | |
| PERSONS 2+ | 5,900 | .03 | 129 |
| 18+ | 4,000 | .03 | 131 |
| 18-49 | 3,400 | .03 | 130 |
| 12-24 | 1,500 | .03 | 134 |
| 12-34 | 2,700 | .03 | 135 |
| 18-34 | 2,200 | .03 | 133 |
| WOMEN TOTAL | 1,700 | .02 | 130 |
| 18-49 | 1,400 | .02 | 131 |
| 12-24 | 500 | .02 | 142 |
| 18-34 | 900 | .03 | 128 |
| 25-49 | 1,100 | .03 | 125 |
| 25-54 | 1,300 | .03 | 122 |
| MEN TOTAL | 2,300 | .03 | 132 |
| 18-49 | 2,000 | .03 | 130 |
| 18-34 | 1,300 | .03 | 132 |
| 21-49 | 1,700 | .03 | 132 |
| 25-49 | 1,300 | .03 | 128 |
| 25-54 | 1,500 | .03 | 127 |
| TEENS TOTAL | 500 | .02 | 136 |
| CHILD TOTAL | 1,400 | .03 | 123 |
| 6-11 | 800 | .03 | 122 |

## AUSTIN, TX

| | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 375,200 | .41 | 68 |
| **ALL** | | | |
| PERSONS 2+ | 939,100 | .39 | 69 |
| 18+ | 720,700 | .39 | 69 |
| 18-49 | 529,400 | .44 | 60 |
| 12-24 | 205,500 | .45 | 62 |
| 12-34 | 393,500 | .45 | 60 |
| 18-34 | 319,100 | .47 | 55 |
| WOMEN TOTAL | 365,500 | .38 | 72 |
| 18-49 | 259,600 | .43 | 63 |
| 12-24 | 100,400 | .45 | 63 |
| 18-34 | 156,200 | .47 | 57 |
| 25-49 | 195,200 | .41 | 64 |
| 25-54 | 214,700 | .40 | 67 |
| MEN TOTAL | 355,200 | .40 | 68 |
| 18-49 | 269,800 | .46 | 59 |
| 18-34 | 162,900 | .48 | 55 |
| 21-49 | 242,600 | .44 | 60 |
| 25-49 | 203,100 | .43 | 61 |
| 25-54 | 222,300 | .42 | 64 |
| TEENS TOTAL | 74,400 | .37 | 76 |
| CHILD TOTAL | 144,000 | .40 | 69 |
| 6-11 | 84,200 | .39 | 70 |

| | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 29,900 | .30 | 78 |
| **BLACK** | | | |
| PERSONS 2+ | 80,000 | .28 | 76 |
| 18+ | 57,000 | .28 | 76 |
| 18-49 | 43,100 | .30 | 74 |
| 12-24 | 20,200 | .31 | 76 |
| 12-34 | 36,500 | .31 | 74 |
| 18-34 | 28,000 | .32 | 72 |
| WOMEN TOTAL | 29,500 | .27 | 75 |
| 18-49 | 21,400 | .28 | 76 |
| 12-24 | 9,900 | .30 | 75 |
| 18-34 | 13,800 | .30 | 74 |
| 25-49 | 15,700 | .27 | 76 |
| 25-54 | 17,200 | .27 | 76 |
| MEN TOTAL | 27,500 | .30 | 74 |
| 18-49 | 21,700 | .31 | 72 |
| 18-34 | 14,200 | .33 | 72 |
| 21-49 | 18,900 | .31 | 73 |
| 25-49 | 15,700 | .31 | 73 |
| 25-54 | 17,100 | .30 | 73 |
| TEENS TOTAL | 8,500 | .28 | 76 |
| CHILD TOTAL | 14,500 | .27 | 79 |
| 6-11 | 8,700 | .28 | 79 |

| | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 57,500 | .92 | 23 |
| **HISPANIC** | | | |
| PERSONS 2+ | 187,800 | .84 | 22 |
| 18+ | 127,900 | .84 | 23 |
| 18-49 | 105,900 | .89 | 21 |
| 12-24 | 49,700 | .90 | 22 |
| 12-34 | 90,900 | .90 | 21 |
| 18-34 | 71,000 | .93 | 21 |
| WOMEN TOTAL | 63,100 | .84 | 23 |
| 18-49 | 51,000 | .90 | 22 |
| 12-24 | 24,100 | .93 | 22 |
| 18-34 | 34,000 | .96 | 21 |
| 25-49 | 36,400 | .85 | 22 |
| 25-54 | 39,400 | .84 | 22 |
| MEN TOTAL | 64,800 | .84 | 23 |
| 18-49 | 54,900 | .88 | 21 |
| 18-34 | 37,000 | .90 | 21 |
| 21-49 | 49,000 | .88 | 21 |
| 25-49 | 39,700 | .87 | 21 |
| 25-54 | 42,400 | .85 | 22 |
| TEENS TOTAL | 19,900 | .83 | 23 |
| CHILD TOTAL | 40,000 | .86 | 22 |
| 6-11 | 23,000 | .86 | 22 |

# ADI MARKETS POPULATION SUMMARY

## BAKERSFIELD

TV HOUSEHOLDS 158,600 .17 132

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 460,700 | .19 | 124 |
| 18+ | 326,400 | .18 | 127 |
| 18-49 | 227,500 | .19 | 122 |
| 12-24 | 90,900 | .20 | 124 |
| 12-34 | 175,900 | .20 | 119 |
| 18-34 | 132,200 | .20 | 119 |
| WOMEN TOTAL | 162,600 | .17 | 133 |
| 18-49 | 109,400 | .18 | 124 |
| 12-24 | 43,600 | .20 | 124 |
| 18-34 | 62,900 | .19 | 122 |
| 25-49 | 86,900 | .18 | 123 |
| 25-54 | 96,900 | .18 | 123 |
| MEN TOTAL | 163,800 | .19 | 126 |
| 18-49 | 118,100 | .20 | 120 |
| 18-34 | 69,300 | .20 | 116 |
| 21-49 | 108,300 | .20 | 117 |
| 25-49 | 93,400 | .20 | 116 |
| 25-54 | 103,400 | .20 | 118 |
| TEENS TOTAL | 43,700 | .22 | 119 |
| CHILD TOTAL | 90,600 | .25 | 109 |
| 6-11 | 52,900 | .25 | 112 |

TV HOUSEHOLDS 8,100 .08 121

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 25,300 | .09 | 118 |
| 18+ | 17,100 | .08 | 120 |
| 18-49 | 12,800 | .09 | 120 |
| 12-24 | 5,800 | .09 | 122 |
| 12-34 | 10,900 | .09 | 121 |
| 18-34 | 8,300 | .09 | 119 |
| WOMEN TOTAL | 8,000 | .07 | 120 |
| 18-49 | 5,700 | .07 | 118 |
| 12-24 | 2,700 | .08 | 120 |
| 18-34 | 3,600 | .08 | 119 |
| 25-49 | 4,300 | .07 | 118 |
| 25-54 | 4,700 | .07 | 118 |
| MEN TOTAL | 9,100 | .10 | 117 |
| 18-49 | 7,100 | .10 | 118 |
| 18-34 | 4,700 | .11 | 118 |
| 21-49 | 6,400 | .10 | 117 |
| 25-49 | 5,300 | .10 | 118 |
| 25-54 | 5,700 | .10 | 118 |
| TEENS TOTAL | 2,600 | .09 | 120 |
| CHILD TOTAL | 5,600 | .11 | 114 |
| 6-11 | 3,000 | .10 | 118 |

TV HOUSEHOLDS 35,500 .57 27

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 142,400 | .64 | 27 |
| 18+ | 89,000 | .58 | 27 |
| 18-49 | 73,400 | .61 | 27 |
| 12-24 | 35,600 | .65 | 26 |
| 12-34 | 65,200 | .65 | 26 |
| 18-34 | 48,600 | .63 | 27 |
| WOMEN TOTAL | 41,000 | .55 | 28 |
| 18-49 | 33,100 | .58 | 27 |
| 12-24 | 16,600 | .64 | 26 |
| 18-34 | 21,600 | .61 | 27 |
| 25-49 | 24,600 | .58 | 27 |
| 25-54 | 26,500 | .57 | 27 |
| MEN TOTAL | 48,000 | .62 | 27 |
| 18-49 | 40,300 | .64 | 26 |
| 18-34 | 27,000 | .66 | 26 |
| 21-49 | 36,200 | .66 | 26 |
| 25-49 | 29,800 | .66 | 26 |
| 25-54 | 31,900 | .64 | 26 |
| TEENS TOTAL | 16,600 | .69 | 27 |
| CHILD TOTAL | 36,800 | .80 | 24 |
| 6-11 | 21,200 | .80 | 24 |

## BALTIMORE

TV HOUSEHOLDS 963,900 1.05 22

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 2,522,100 | 1.05 | 21 |
| 18+ | 1,970,000 | 1.07 | 21 |
| 18-49 | 1,313,400 | 1.09 | 21 |
| 12-24 | 447,100 | .97 | 22 |
| 12-34 | 910,400 | 1.04 | 22 |
| 18-34 | 722,200 | 1.07 | 21 |
| WOMEN TOTAL | 1,034,700 | 1.08 | 20 |
| 18-49 | 666,100 | 1.10 | 20 |
| 12-24 | 220,600 | .98 | 22 |
| 18-34 | 364,000 | 1.09 | 19 |
| 25-49 | 537,600 | 1.12 | 19 |
| 25-54 | 603,200 | 1.12 | 20 |
| MEN TOTAL | 935,300 | 1.06 | 22 |
| 18-49 | 647,300 | 1.07 | 22 |
| 18-34 | 358,200 | 1.05 | 21 |
| 21-49 | 596,100 | 1.08 | 21 |
| 25-49 | 516,900 | 1.09 | 20 |
| 25-54 | 579,900 | 1.09 | 20 |
| TEENS TOTAL | 188,200 | .93 | 24 |
| CHILD TOTAL | 363,900 | 1.01 | 22 |
| 6-11 | 209,300 | .98 | 22 |

TV HOUSEHOLDS 219,400 2.22 9

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 623,900 | 2.19 | 9 |
| 18+ | 461,300 | 2.29 | 9 |
| 18-49 | 329,200 | 2.26 | 9 |
| 12-24 | 129,800 | 1.97 | 12 |
| 12-34 | 250,100 | 2.12 | 10 |
| 18-34 | 194,000 | 2.20 | 10 |
| WOMEN TOTAL | 252,200 | 2.31 | 9 |
| 18-49 | 175,500 | 2.30 | 9 |
| 12-24 | 65,100 | 1.98 | 12 |
| 18-34 | 102,000 | 2.24 | 10 |
| 25-49 | 138,000 | 2.37 | 9 |
| 25-54 | 153,400 | 2.37 | 9 |
| MEN TOTAL | 209,100 | 2.26 | 9 |
| 18-49 | 153,700 | 2.23 | 10 |
| 18-34 | 92,000 | 2.16 | 10 |
| 21-49 | 138,600 | 2.26 | 10 |
| 25-49 | 117,500 | 2.30 | 10 |
| 25-54 | 130,100 | 2.30 | 9 |
| TEENS TOTAL | 56,100 | 1.87 | 14 |
| CHILD TOTAL | 106,500 | 2.00 | 12 |
| 6-11 | 61,600 | 1.97 | 13 |

TV HOUSEHOLDS 9,900 .16 61

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 32,300 | .15 | 64 |
| 18+ | 23,900 | .16 | 60 |
| 18-49 | 18,900 | .16 | 61 |
| 12-24 | 7,400 | .13 | 71 |
| 12-34 | 15,000 | .15 | 62 |
| 18-34 | 12,300 | .16 | 60 |
| WOMEN TOTAL | 11,600 | .16 | 60 |
| 18-49 | 8,900 | .16 | 60 |
| 12-24 | 3,300 | .13 | 72 |
| 18-34 | 5,600 | .16 | 61 |
| 25-49 | 7,000 | .16 | 59 |
| 25-54 | 7,700 | .16 | 58 |
| MEN TOTAL | 12,300 | .16 | 61 |
| 18-49 | 10,000 | .16 | 60 |
| 18-34 | 6,700 | .16 | 60 |
| 21-49 | 8,800 | .16 | 60 |
| 25-49 | 7,200 | .16 | 60 |
| 25-54 | 7,600 | .15 | 61 |
| TEENS TOTAL | 2,700 | .11 | 74 |
| CHILD TOTAL | 5,700 | .12 | 73 |
| 6-11 | 3,500 | .13 | 71 |

## BANGOR

TV HOUSEHOLDS 123,900 .13 155

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 322,600 | .13 | 154 |
| 18+ | 247,200 | .13 | 154 |
| 18-49 | 157,700 | .13 | 149 |
| 12-24 | 62,100 | .14 | 152 |
| 12-34 | 113,300 | .13 | 152 |
| 18-34 | 85,200 | .13 | 148 |
| WOMEN TOTAL | 128,200 | .13 | 155 |
| 18-49 | 78,700 | .13 | 150 |
| 12-24 | 30,300 | .14 | 152 |
| 18-34 | 42,500 | .12 | 148 |
| 25-49 | 62,200 | .13 | 150 |
| 25-54 | 70,500 | .13 | 152 |
| MEN TOTAL | 119,000 | .13 | 154 |
| 18-49 | 79,000 | .13 | 148 |
| 18-34 | 42,700 | .13 | 148 |
| 21-49 | 71,100 | .13 | 149 |
| 25-49 | 61,500 | .13 | 151 |
| 25-54 | 69,500 | .13 | 152 |
| TEENS TOTAL | 28,100 | .14 | 155 |
| CHILD TOTAL | 47,500 | .13 | 158 |
| 6-11 | 29,200 | .14 | 155 |

TV HOUSEHOLDS 200 - 193

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 900 | - | 195 |
| 18+ | 700 | - | 194 |
| 18-49 | 600 | - | 193 |
| 12-24 | 200 | - | 195 |
| 12-34 | 300 | - | 199 |
| 18-34 | 200 | - | 198 |
| WOMEN TOTAL | 100 | - | 197 |
| 18-49 | 100 | - | 195 |
| 12-24 | 100 | - | 187 |
| 18-34 | | | 199 |
| 25-49 | 100 | - | 190 |
| 25-54 | 100 | - | 191 |
| MEN TOTAL | 600 | .01 | 187 |
| 18-49 | 500 | .01 | 189 |
| 18-34 | 200 | - | 194 |
| 21-49 | 400 | .01 | 190 |
| 25-49 | 400 | .01 | 186 |
| 25-54 | 400 | .01 | 187 |
| TEENS TOTAL | 100 | - | 187 |
| CHILD TOTAL | 100 | - | 196 |
| 6-11 | 100 | - | 189 |

TV HOUSEHOLDS 300 - 188

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,700 | .01 | 184 |
| 18+ | 1,200 | .01 | 178 |
| 18-49 | 900 | .01 | 179 |
| 12-24 | 700 | .01 | 184 |
| 12-34 | 1,100 | .01 | 189 |
| 18-34 | 900 | .01 | 186 |
| WOMEN TOTAL | 600 | .01 | 170 |
| 18-49 | 500 | .01 | 171 |
| 12-24 | 400 | .02 | 151 |
| 18-34 | 500 | .01 | 168 |
| 25-49 | 200 | - | 188 |
| 25-54 | 300 | .01 | 178 |
| MEN TOTAL | 600 | .01 | 184 |
| 18-49 | 400 | .01 | 185 |
| 18-34 | 400 | .01 | 173 |
| 21-49 | 200 | - | 194 |
| 25-49 | 200 | - | 189 |
| 25-54 | 300 | .01 | 184 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 300 | .01 | 187 |
| 6-11 | 100 | - | 190 |

# ADI MARKETS POPULATION SUMMARY

## BATON ROUGE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 249,500 | .27 | 95 |
| PERSONS 2+ | 698,500 | .29 | 91 |
| 18+ | 510,200 | .28 | 96 |
| 18-49 | 357,700 | .30 | 90 |
| 12-24 | 150,600 | .33 | 89 |
| 12-34 | 272,400 | .31 | 89 |
| 18-34 | 206,700 | .30 | 85 |
| WOMEN TOTAL | 265,900 | .28 | 95 |
| 18-49 | 181,100 | .30 | 88 |
| 12-24 | 75,000 | .33 | 85 |
| 18-34 | 104,000 | .31 | 84 |
| 25-49 | 138,700 | .29 | 90 |
| 25-54 | 155,400 | .29 | 91 |
| MEN TOTAL | 244,300 | .28 | 95 |
| 18-49 | 176,600 | .29 | 92 |
| 18-34 | 101,700 | .30 | 88 |
| 21-49 | 159,100 | .29 | 90 |
| 25-49 | 135,100 | .29 | 90 |
| 25-54 | 150,800 | .28 | 90 |
| TEENS TOTAL | 66,700 | .33 | 87 |
| CHILD TOTAL | 121,600 | .34 | 81 |
| 6-11 | 73,300 | .34 | 81 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 71,900 | .73 | 37 |
| PERSONS 2+ | 229,400 | .81 | 32 |
| 18+ | 156,500 | .78 | 33 |
| 18-49 | 115,100 | .79 | 31 |
| 12-24 | 55,800 | .84 | 31 |
| 12-34 | 95,600 | .81 | 30 |
| 18-34 | 70,000 | .80 | 31 |
| WOMEN TOTAL | 84,300 | .77 | 34 |
| 18-49 | 60,500 | .79 | 31 |
| 12-24 | 28,300 | .86 | 28 |
| 18-34 | 36,500 | .80 | 31 |
| 25-49 | 45,000 | .77 | 31 |
| 25-54 | 49,800 | .77 | 32 |
| MEN TOTAL | 72,200 | .78 | 32 |
| 18-49 | 54,600 | .79 | 30 |
| 18-34 | 33,500 | .79 | 31 |
| 21-49 | 47,900 | .78 | 30 |
| 25-49 | 40,100 | .78 | 30 |
| 25-54 | 44,100 | .78 | 31 |
| TEENS TOTAL | 25,800 | .86 | 31 |
| CHILD TOTAL | 47,100 | .88 | 30 |
| 6-11 | 28,200 | .90 | 29 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,100 | .05 | 98 |
| PERSONS 2+ | 9,400 | .04 | 108 |
| 18+ | 7,100 | .05 | 105 |
| 18-49 | 5,200 | .04 | 109 |
| 12-24 | 2,000 | .04 | 121 |
| 12-34 | 3,600 | .04 | 119 |
| 18-34 | 3,000 | .04 | 119 |
| WOMEN TOTAL | 3,400 | .05 | 97 |
| 18-49 | 2,400 | .04 | 110 |
| 12-24 | 800 | .03 | 121 |
| 18-34 | 1,300 | .04 | 116 |
| 25-49 | 1,900 | .04 | 103 |
| 25-54 | 2,200 | .05 | 99 |
| MEN TOTAL | 3,700 | .05 | 108 |
| 18-49 | 2,800 | .04 | 110 |
| 18-34 | 1,700 | .04 | 118 |
| 21-49 | 2,500 | .04 | 107 |
| 25-49 | 2,100 | .05 | 106 |
| 25-54 | 2,300 | .05 | 107 |
| TEENS TOTAL | 800 | .03 | 112 |
| CHILD TOTAL | 1,600 | .03 | 119 |
| 6-11 | 1,000 | .04 | 108 |

## BEAUMONT-PORT ARTHUR

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 158,200 | .17 | 134 |
| PERSONS 2+ | 414,100 | .17 | 132 |
| 18+ | 308,400 | .17 | 134 |
| 18-49 | 186,300 | .15 | 138 |
| 12-24 | 75,700 | .16 | 140 |
| 12-34 | 139,100 | .16 | 137 |
| 18-34 | 100,600 | .15 | 141 |
| WOMEN TOTAL | 163,100 | .17 | 132 |
| 18-49 | 94,800 | .16 | 136 |
| 12-24 | 37,700 | .17 | 136 |
| 18-34 | 51,200 | .15 | 136 |
| 25-49 | 76,000 | .16 | 134 |
| 25-54 | 87,400 | .16 | 133 |
| MEN TOTAL | 145,300 | .16 | 136 |
| 18-49 | 91,500 | .15 | 139 |
| 18-34 | 49,400 | .14 | 142 |
| 21-49 | 83,600 | .15 | 130 |
| 25-49 | 73,100 | .15 | 136 |
| 25-54 | 83,500 | .16 | 136 |
| TEENS TOTAL | 38,500 | .19 | 132 |
| CHILD TOTAL | 67,200 | .19 | 133 |
| 6-11 | 41,800 | .19 | 130 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 32,200 | .33 | 71 |
| PERSONS 2+ | 92,000 | .32 | 72 |
| 18+ | 62,800 | .31 | 73 |
| 18-49 | 41,400 | .28 | 76 |
| 12-24 | 20,500 | .31 | 73 |
| 12-34 | 35,000 | .30 | 75 |
| 18-34 | 24,200 | .27 | 78 |
| WOMEN TOTAL | 34,600 | .32 | 72 |
| 18-49 | 22,300 | .29 | 75 |
| 12-24 | 10,500 | .32 | 73 |
| 18-34 | 13,000 | .29 | 75 |
| 25-49 | 17,300 | .30 | 73 |
| 25-54 | 19,700 | .30 | 71 |
| MEN TOTAL | 28,200 | .31 | 73 |
| 18-49 | 19,100 | .28 | 78 |
| 18-34 | 11,200 | .26 | 77 |
| 21-49 | 17,000 | .28 | 77 |
| 25-49 | 14,400 | .28 | 76 |
| 25-54 | 16,200 | .29 | 76 |
| TEENS TOTAL | 10,800 | .36 | 69 |
| CHILD TOTAL | 18,400 | .36 | 69 |
| 6-11 | 11,400 | .36 | 69 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 5,100 | .08 | 83 |
| PERSONS 2+ | 15,900 | .07 | 84 |
| 18+ | 11,000 | .07 | 87 |
| 18-49 | 8,000 | .07 | 89 |
| 12-24 | 3,900 | .07 | 85 |
| 12-34 | 6,600 | .07 | 90 |
| 18-34 | 4,900 | .06 | 94 |
| WOMEN TOTAL | 5,300 | .07 | 82 |
| 18-49 | 3,700 | .07 | 88 |
| 12-24 | 2,000 | .08 | 83 |
| 18-34 | 2,300 | .08 | 88 |
| 25-49 | 2,600 | .08 | 89 |
| 25-54 | 3,000 | .08 | 88 |
| MEN TOTAL | 5,700 | .07 | 87 |
| 18-49 | 4,300 | .07 | 91 |
| 18-34 | 2,600 | .06 | 95 |
| 21-49 | 3,800 | .07 | 90 |
| 25-49 | 3,200 | .07 | 87 |
| 25-54 | 3,500 | .07 | 87 |
| TEENS TOTAL | 1,700 | .07 | 84 |
| CHILD TOTAL | 3,200 | .07 | 88 |
| 6-11 | 2,100 | .08 | 85 |

## BEND

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 28,500 | .03 | 206 |
| PERSONS 2+ | 70,400 | .03 | 207 |
| 18+ | 53,800 | .03 | 206 |
| 18-49 | 33,700 | .03 | 207 |
| 12-24 | 11,100 | .02 | 207 |
| 12-34 | 21,700 | .02 | 207 |
| 18-34 | 15,700 | .02 | 207 |
| WOMEN TOTAL | 27,400 | .03 | 206 |
| 18-49 | 16,900 | .03 | 207 |
| 12-24 | 5,300 | .02 | 207 |
| 18-34 | 7,900 | .02 | 207 |
| 25-49 | 14,500 | .03 | 204 |
| 25-54 | 16,300 | .03 | 204 |
| MEN TOTAL | 26,400 | .03 | 206 |
| 18-49 | 16,800 | .03 | 206 |
| 18-34 | 7,800 | .02 | 207 |
| 21-49 | 15,600 | .03 | 206 |
| 25-49 | 14,100 | .03 | 204 |
| 25-54 | 15,900 | .03 | 205 |
| TEENS TOTAL | 6,000 | .03 | 207 |
| CHILD TOTAL | 10,600 | .03 | 207 |
| 6-11 | 6,500 | .03 | 207 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | | | 203 |
| PERSONS 2+ | 100 | - | 204 |
| 18+ | 100 | - | 204 |
| 18-49 | 100 | - | 204 |
| 12-24 | | | 203 |
| 12-34 | | | 204 |
| 18-34 | | | 204 |
| WOMEN TOTAL | | | 202 |
| 18-49 | | | 202 |
| 12-24 | | | 200 |
| 18-34 | | | 199 |
| 25-49 | | | 198 |
| 25-54 | | | 200 |
| MEN TOTAL | 100 | - | 203 |
| 18-49 | 100 | - | 202 |
| 18-34 | | | 204 |
| 21-49 | 100 | - | 201 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 199 |
| TEENS TOTAL | | | 197 |
| CHILD TOTAL | | | 200 |
| 6-11 | | | 194 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 400 | .01 | 177 |
| PERSONS 2+ | 1,600 | .01 | 187 |
| 18+ | 1,000 | .01 | 186 |
| 18-49 | 800 | .01 | 186 |
| 12-24 | 400 | .01 | 181 |
| 12-34 | 600 | .01 | 188 |
| 18-34 | 400 | .01 | 189 |
| WOMEN TOTAL | 500 | .01 | 176 |
| 18-49 | 400 | .01 | 179 |
| 12-24 | 200 | .01 | 171 |
| 18-34 | 200 | .01 | 184 |
| 25-49 | 300 | .01 | 175 |
| 25-54 | 300 | .01 | 176 |
| MEN TOTAL | 500 | .01 | 189 |
| 18-49 | 400 | .01 | 185 |
| 18-34 | 200 | - | 188 |
| 21-49 | 300 | .01 | 188 |
| 25-49 | 300 | .01 | 181 |
| 25-54 | 300 | .01 | 184 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 400 | .01 | 178 |
| 6-11 | 200 | .01 | 173 |

# ADI MARKETS POPULATION SUMMARY

## BILLINGS-HARDIN

| TV HOUSEHOLDS | 84,000 | .09 | 172 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 216,000 | .09 | 175 |
| 18+ | 159,700 | .09 | 174 |
| 18-49 | 99,700 | .08 | 174 |
| 12-24 | 37,600 | .08 | 177 |
| 12-34 | 70,900 | .08 | 176 |
| 18-34 | 50,400 | .07 | 176 |
| WOMEN TOTAL | 83,100 | .09 | 174 |
| 18-49 | 50,500 | .08 | 174 |
| 12-24 | 18,400 | .08 | 177 |
| 18-34 | 26,100 | .08 | 175 |
| 25-49 | 42,000 | .09 | 171 |
| 25-54 | 47,600 | .09 | 170 |
| MEN TOTAL | 76,600 | .09 | 174 |
| 18-49 | 49,200 | .08 | 174 |
| 18-34 | 24,300 | .07 | 177 |
| 21-49 | 45,500 | 08 | 174 |
| 25-49 | 40,600 | .09 | 172 |
| 25-54 | 46,000 | .09 | 174 |
| TEENS TOTAL | 20,500 | .10 | 171 |
| CHILD TOTAL | 35,800 | .10 | 169 |
| 6-11 | 22,100 | .10 | 169 |

| TV HOUSEHOLDS | 200 | - | 193 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 600 | - | 200 |
| 18+ | 300 | - | 200 |
| 18-49 | 300 | - | 199 |
| 12-24 | 100 | - | 201 |
| 12-34 | 100 | - | 202 |
| 18-34 | 100 | - | 201 |
| WOMEN TOTAL | 100 | - | 197 |
| 18-49 | 100 | - | 195 |
| 12-24 | | | 200 |
| 18-34 | | | 199 |
| 25-49 | 100 | - | 190 |
| 25-54 | 100 | - | 191 |
| MEN TOTAL | 200 | - | 199 |
| 18-49 | 200 | - | 198 |
| 18-34 | 100 | - | 199 |
| 21-49 | 200 | - | 197 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 199 |
| TEENS TOTAL | | | 197 |
| CHILD TOTAL | 300 | .01 | 184 |
| 6-11 | 200 | .01 | 178 |

| TV HOUSEHOLDS | 1,600 | .03 | 128 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 5,600 | .03 | 132 |
| 18+ | 3,400 | .02 | 141 |
| 18-49 | 2,500 | .02 | 146 |
| 12-24 | 1,600 | .03 | 130 |
| 12-34 | 2,600 | .03 | 137 |
| 18-34 | 1,700 | .02 | 144 |
| WOMEN TOTAL | 1,600 | .02 | 134 |
| 18-49 | 1,300 | .02 | 134 |
| 12-24 | 700 | .03 | 130 |
| 18-34 | 800 | .02 | 136 |
| 25-49 | 1,000 | .02 | 131 |
| 25-54 | 1,100 | .02 | 127 |
| MEN TOTAL | 1,800 | .02 | 145 |
| 18-49 | 1,200 | .02 | 150 |
| 18-34 | 900 | .02 | 145 |
| 21-49 | 1,100 | .02 | 147 |
| 25-49 | 800 | .02 | 150 |
| 25-54 | 900 | .02 | 150 |
| TEENS TOTAL | 900 | .04 | 106 |
| CHILD TOTAL | 1,300 | .03 | 127 |
| 6-11 | 700 | .03 | 129 |

## BILOXI-GULFPORT-PASCAGOULA

| TV HOUSEHOLDS | 106,600 | .12 | 158 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 291,300 | .12 | 156 |
| 18+ | 214,700 | .12 | 157 |
| 18-49 | 143,400 | .12 | 155 |
| 12-24 | 60,800 | .13 | 154 |
| 12-34 | 110,600 | .13 | 154 |
| 18-34 | 82,100 | .12 | 150 |
| WOMEN TOTAL | 109,600 | .11 | 160 |
| 18-49 | 70,900 | .12 | 155 |
| 12-24 | 29,000 | .13 | 154 |
| 18-34 | 39,700 | .12 | 155 |
| 25-49 | 55,900 | .12 | 155 |
| 25-54 | 63,600 | .12 | 155 |
| MEN TOTAL | 105,100 | .12 | 156 |
| 18-49 | 72,500 | .12 | 154 |
| 18-34 | 42,400 | .12 | 149 |
| 21-49 | 64,400 | .12 | 155 |
| 25-49 | 55,200 | .12 | 155 |
| 25-54 | 62,800 | .12 | 155 |
| TEENS TOTAL | 28,500 | .14 | 153 |
| CHILD TOTAL | 48,100 | .13 | 154 |
| 6-11 | 29,000 | .14 | 156 |

| TV HOUSEHOLDS | 19,100 | .19 | 87 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 58,000 | .20 | 87 |
| 18+ | 38,000 | .19 | 87 |
| 18-49 | 28,300 | .19 | 87 |
| 12-24 | 14,900 | .23 | 85 |
| 12-34 | 24,800 | .21 | 85 |
| 18-34 | 17,300 | .20 | 88 |
| WOMEN TOTAL | 20,300 | .19 | 89 |
| 18-49 | 14,800 | .19 | 86 |
| 12-24 | 7,400 | .22 | 86 |
| 18-34 | 8,900 | .20 | 88 |
| 25-49 | 11,200 | .19 | 85 |
| 25-54 | 12,300 | .19 | 86 |
| MEN TOTAL | 17,700 | .19 | 89 |
| 18-49 | 13,500 | .20 | 90 |
| 18-34 | 8,400 | .20 | 90 |
| 21-49 | 11,700 | .19 | 89 |
| 25-49 | 9,700 | .19 | 89 |
| 25-54 | 10,700 | .19 | 89 |
| TEENS TOTAL | 7,500 | .25 | 82 |
| CHILD TOTAL | 12,500 | .23 | 85 |
| 6-11 | 7,700 | .25 | 84 |

| TV HOUSEHOLDS | 1,200 | .02 | 140 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 3,900 | .02 | 152 |
| 18+ | 2,900 | .02 | 149 |
| 18-49 | 2,200 | .02 | 151 |
| 12-24 | 900 | .02 | 154 |
| 12-34 | 1,700 | .02 | 151 |
| 18-34 | 1,400 | .02 | 150 |
| WOMEN TOTAL | 1,400 | .02 | 139 |
| 18-49 | 1,100 | .02 | 140 |
| 12-24 | 400 | .02 | 151 |
| 18-34 | 700 | .02 | 143 |
| 25-49 | 800 | .02 | 140 |
| 25-54 | 800 | .02 | 143 |
| MEN TOTAL | 1,500 | .02 | 153 |
| 18-49 | 1,100 | .02 | 153 |
| 18-34 | 700 | .02 | 153 |
| 21-49 | 900 | .02 | 153 |
| 25-49 | 800 | .02 | 150 |
| 25-54 | 800 | .02 | 155 |
| TEENS TOTAL | 300 | .01 | 153 |
| CHILD TOTAL | 700 | .02 | 156 |
| 6-11 | 400 | .02 | 149 |

## BINGHAMTON

| TV HOUSEHOLDS | 158,300 | .17 | 133 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 409,000 | .17 | 133 |
| 18+ | 315,100 | .17 | 132 |
| 18-49 | 194,900 | .16 | 131 |
| 12-24 | 75,900 | .17 | 138 |
| 12-34 | 141,500 | .16 | 136 |
| 18-34 | 107,600 | .16 | 133 |
| WOMEN TOTAL | 165,300 | .17 | 128 |
| 18-49 | 97,800 | .16 | 131 |
| 12-24 | 37,400 | .17 | 138 |
| 18-34 | 54,000 | .16 | 132 |
| 25-49 | 76,800 | .16 | 132 |
| 25-54 | 87,800 | .16 | 131 |
| MEN TOTAL | 149,800 | .17 | 132 |
| 18-49 | 97,100 | .16 | 133 |
| 18-34 | 53,600 | .16 | 135 |
| 21-49 | 87,700 | .16 | 133 |
| 25-49 | 76,100 | .16 | 132 |
| 25-54 | 86,500 | .16 | 131 |
| TEENS TOTAL | 33,900 | .17 | 146 |
| CHILD TOTAL | 60,000 | .17 | 145 |
| 6-11 | 35,600 | .17 | 145 |

| TV HOUSEHOLDS | 1,800 | .02 | 156 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 5,500 | .02 | 161 |
| 18+ | 3,600 | .02 | 162 |
| 18-49 | 3,000 | .02 | 162 |
| 12-24 | 1,700 | .03 | 159 |
| 12-34 | 2,600 | .02 | 163 |
| 18-34 | 1,800 | .02 | 163 |
| WOMEN TOTAL | 1,700 | .02 | 156 |
| 18-49 | 1,400 | .02 | 157 |
| 12-24 | 800 | .02 | 163 |
| 18-34 | 800 | .02 | 157 |
| 25-49 | 900 | .02 | 156 |
| 25-54 | 1,000 | .02 | 155 |
| MEN TOTAL | 1,900 | .02 | 165 |
| 18-49 | 1,600 | .02 | 164 |
| 18-34 | 1,000 | .02 | 163 |
| 21-49 | 1,400 | .02 | 164 |
| 25-49 | 1,200 | .02 | 161 |
| 25-54 | 1,300 | .02 | 161 |
| TEENS TOTAL | 800 | .03 | 148 |
| CHILD TOTAL | 1,100 | .02 | 156 |
| 6-11 | 700 | .02 | 151 |

| TV HOUSEHOLDS | 1,200 | .02 | 140 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 4,200 | .02 | 147 |
| 18+ | 2,900 | .02 | 149 |
| 18-49 | 2,500 | .02 | 146 |
| 12-24 | 1,300 | .02 | 138 |
| 12-34 | 1,900 | .02 | 149 |
| 18-34 | 1,500 | .02 | 148 |
| WOMEN TOTAL | 1,400 | .02 | 139 |
| 18-49 | 1,200 | .02 | 139 |
| 12-24 | 600 | .03 | 121 |
| 18-34 | 700 | .02 | 143 |
| 25-49 | 700 | .02 | 146 |
| 25-54 | 800 | .02 | 143 |
| MEN TOTAL | 1,500 | .02 | 153 |
| 18-49 | 1,300 | .02 | 145 |
| 18-34 | 800 | .02 | 150 |
| 21-49 | 1,000 | .02 | 150 |
| 25-49 | 900 | .02 | 147 |
| 25-54 | 1,000 | .02 | 147 |
| TEENS TOTAL | 400 | .02 | 144 |
| CHILD TOTAL | 900 | .02 | 140 |
| 6-11 | 700 | .03 | 129 |

# ADI MARKETS POPULATION SUMMARY

## BIRMINGHAM (GADSDEN)

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 505,100 | .55 | 50 | 108,300 | 1.09 | 21 | 1,400 | .02 | 136 |
| PERSONS 2+ | 1,296,600 | .54 | 51 | 306,200 | 1.08 | 22 | 4,600 | .02 | 144 |
| 18+ | 990,300 | .54 | 51 | 215,700 | 1.07 | 22 | 3,500 | .02 | 139 |
| 18-49 | 621,200 | .51 | 53 | 144,500 | .99 | 23 | 3,000 | .03 | 136 |
| 12-24 | 242,900 | .53 | 52 | 67,300 | 1.02 | 23 | 1,200 | .02 | 143 |
| 12-34 | 451,500 | .51 | 52 | 117,900 | 1.00 | 23 | 2,500 | .02 | 139 |
| 18-34 | 335,600 | .50 | 53 | 84,000 | .95 | 23 | 2,000 | .03 | 136 |
| WOMEN TOTAL | 531,000 | .55 | 50 | 121,700 | 1.12 | 22 | 1,700 | .02 | 130 |
| 18-49 | 318,200 | .53 | 49 | 78,600 | 1.03 | 23 | 1,500 | .03 | 127 |
| 12-24 | 121,600 | .54 | 50 | 34,500 | 1.05 | 23 | 500 | .02 | 142 |
| 18-34 | 171,600 | .51 | 51 | 45,700 | 1.00 | 23 | 900 | .03 | 129 |
| 25-49 | 253,800 | .53 | 49 | 61,000 | 1.05 | 22 | 1,100 | .03 | 125 |
| 25-54 | 289,400 | .54 | 49 | 67,700 | 1.04 | 22 | 1,100 | .02 | 127 |
| MEN TOTAL | 459,300 | .52 | 54 | 94,000 | 1.02 | 23 | 1,800 | .02 | 145 |
| 18-49 | 303,000 | .50 | 53 | 65,900 | .95 | 23 | 1,600 | .02 | 141 |
| 18-34 | 164,000 | .48 | 53 | 38,300 | .90 | 25 | 1,100 | .03 | 138 |
| 21-49 | 276,800 | .50 | 53 | 58,700 | .96 | 23 | 1,500 | .03 | 136 |
| 25-49 | 240,400 | .51 | 53 | 50,100 | .98 | 23 | 1,200 | .03 | 133 |
| 25-54 | 272,000 | .51 | 53 | 55,400 | .98 | 22 | 1,400 | .03 | 130 |
| TEENS TOTAL | 115,900 | .57 | 48 | 33,900 | 1.13 | 21 | 500 | .02 | 136 |
| CHILD TOTAL | 190,400 | .53 | 50 | 56,600 | 1.06 | 22 | 600 | .01 | 163 |
| 6-11 | 116,000 | .54 | 50 | 34,800 | 1.11 | 21 | 400 | .02 | 149 |

## BLUEFIELD-BECKLEY-OAK HILL

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 134,800 | .15 | 146 | 7,600 | .08 | 123 | 300 | - | 188 |
| PERSONS 2+ | 349,100 | .14 | 149 | 19,900 | .07 | 127 | 1,200 | .01 | 192 |
| 18+ | 265,100 | .14 | 147 | 14,700 | .07 | 126 | 1,000 | .01 | 186 |
| 18-49 | 156,700 | .13 | 150 | 8,100 | .06 | 132 | 700 | .01 | 189 |
| 12-24 | 66,700 | .15 | 149 | 3,700 | .06 | 133 | 200 | - | 193 |
| 12-34 | 115,200 | .13 | 150 | 6,600 | .06 | 132 | 400 | - | 195 |
| 18-34 | 79,000 | .12 | 155 | 4,600 | .05 | 137 | 300 | - | 197 |
| WOMEN TOTAL | 142,200 | .15 | 146 | 8,500 | .08 | 117 | 500 | .01 | 176 |
| 18-49 | 79,800 | .13 | 149 | 4,400 | .06 | 128 | 500 | .01 | 171 |
| 12-24 | 32,700 | .15 | 149 | 1,800 | .05 | 131 | 100 | - | 186 |
| 18-34 | 40,500 | .12 | 153 | 2,600 | .06 | 129 | 100 | - | 197 |
| 25-49 | 64,800 | .14 | 148 | 3,400 | .06 | 126 | 400 | .01 | 166 |
| 25-54 | 74,500 | .14 | 147 | 3,800 | .06 | 126 | 400 | .01 | 170 |
| MEN TOTAL | 122,900 | .14 | 149 | 6,200 | .07 | 129 | 500 | .01 | 189 |
| 18-49 | 76,900 | .13 | 151 | 3,700 | .05 | 141 | 200 | - | 197 |
| 18-34 | 38,500 | .11 | 159 | 2,000 | .05 | 149 | 200 | - | 188 |
| 21-49 | 69,700 | .13 | 151 | 3,400 | .06 | 138 | 200 | - | 194 |
| 25-49 | 61,400 | .13 | 152 | 3,000 | .06 | 134 | 200 | - | 189 |
| 25-54 | 70,400 | .13 | 151 | 3,500 | .06 | 132 | 200 | - | 193 |
| TEENS TOTAL | 36,200 | .18 | 137 | 2,000 | .07 | 124 | 100 | - | 186 |
| CHILD TOTAL | 47,800 | .13 | 155 | 3,200 | .06 | 132 | 100 | - | 201 |
| 6-11 | 30,700 | .14 | 153 | 1,900 | .06 | 128 | | | 199 |

## BOISE

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 149,000 | .16 | 142 | 700 | .01 | 177 | 7,500 | .12 | 72 |
| PERSONS 2+ | 394,800 | .16 | 140 | 2,100 | .01 | 179 | 28,200 | .13 | 72 |
| 18+ | 288,000 | .16 | 142 | 1,300 | .01 | 181 | 17,600 | .12 | 73 |
| 18-49 | 189,700 | .16 | 135 | 1,100 | .01 | 181 | 14,700 | .12 | 73 |
| 12-24 | 75,800 | 17 | 139 | 500 | .01 | 182 | 7,500 | .14 | 70 |
| 12-34 | 139,700 | .16 | 136 | 1,000 | .01 | 181 | 12,900 | .13 | 71 |
| 18-34 | 100,900 | .15 | 140 | 700 | .01 | 182 | 9,800 | .13 | 71 |
| WOMEN TOTAL | 147,600 | .15 | 144 | 400 | - | 180 | 7,800 | .10 | 73 |
| 18-49 | 94,000 | .16 | 137 | 400 | .01 | 177 | 6,400 | .11 | 72 |
| 12-24 | 36,900 | .16 | 139 | 100 | - | 187 | 3,500 | .13 | 68 |
| 18-34 | 49,800 | .15 | 142 | 200 | - | 183 | 4,200 | .12 | 72 |
| 25-49 | 75,900 | .16 | 135 | 400 | .01 | 172 | 4,500 | .11 | 73 |
| 25-54 | 85,400 | .16 | 135 | 400 | .01 | 172 | 4,900 | .10 | 73 |
| MEN TOTAL | 140,400 | .16 | 140 | 900 | .01 | 180 | 9,800 | .13 | 71 |
| 18-49 | 95,700 | .16 | 134 | 700 | .01 | 182 | 8,300 | .13 | 70 |
| 18-34 | 51,100 | .15 | 137 | 500 | .01 | 179 | 5,600 | .14 | 68 |
| 21-49 | 88,000 | .16 | 132 | 600 | .01 | 182 | 7,300 | .13 | 69 |
| 25-49 | 76,800 | .16 | 131 | 500 | .01 | 180 | 5,800 | .13 | 71 |
| 25-54 | 86,300 | .16 | 132 | 500 | .01 | 180 | 6,300 | .13 | 70 |
| TEENS TOTAL | 38,800 | .19 | 130 | 300 | .01 | 168 | 3,100 | .13 | 69 |
| CHILD TOTAL | 68,000 | .19 | 131 | 500 | .01 | 172 | 7,500 | .16 | 63 |
| 6-11 | 41,400 | .19 | 132 | 200 | .01 | 178 | 4,500 | .17 | 61 |

# ADI MARKETS POPULATION SUMMARY

## BOSTON (DERRY, MANCHESTER & WORCESTER)

| TV HOUSEHOLDS | 2,126,300 | 2.32 | 6 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 5,523,000 | 2.29 | 6 |
| 18+ | 4,390,700 | 2.38 | 6 |
| 18-49 | 2,921,300 | 2.42 | 6 |
| 12-24 | 1,028,200 | 2.24 | 5 |
| 12-34 | 2,064,600 | 2.35 | 6 |
| 18-34 | 1,667,400 | 2.47 | 6 |
| WOMEN TOTAL | 2,310,300 | 2.40 | 5 |
| 18-49 | 1,470,100 | 2.43 | 6 |
| 12-24 | 509,800 | 2.27 | 5 |
| 18-34 | 834,200 | 2.49 | 5 |
| 25-49 | 1,154,200 | 2.41 | 6 |
| 25-54 | 1,290,200 | 2.39 | 6 |
| MEN TOTAL | 2,080,400 | 2.36 | 6 |
| 18-49 | 1,451,200 | 2.40 | 6 |
| 18-34 | 833,200 | 2.45 | 6 |
| 21-49 | 1,328,100 | 2.42 | 6 |
| 25-49 | 1,136,100 | 2.41 | 6 |
| 25-54 | 1,264,100 | 2.38 | 6 |
| TEENS TOTAL | 397,200 | 1.97 | 6 |
| CHILD TOTAL | 735,100 | 2.03 | 7 |
| 6-11 | 421,800 | 1.97 | 7 |

| TV HOUSEHOLDS | 81,500 | .82 | 29 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 232,700 | .82 | 31 |
| 18+ | 168,300 | .84 | 28 |
| 18-49 | 131,700 | .91 | 24 |
| 12-24 | 56,000 | .85 | 30 |
| 12-34 | 104,700 | .89 | 24 |
| 18-34 | 82,700 | .94 | 24 |
| WOMEN TOTAL | 87,500 | .80 | 30 |
| 18-49 | 66,600 | .87 | 26 |
| 12-24 | 28,100 | .85 | 31 |
| 18-34 | 41,200 | .91 | 24 |
| 25-49 | 49,500 | .85 | 25 |
| 25-54 | 54,100 | .83 | 27 |
| MEN TOTAL | 80,800 | .87 | 24 |
| 18-49 | 65,100 | .94 | 24 |
| 18-34 | 41,500 | .98 | 23 |
| 21-49 | 58,200 | .95 | 24 |
| 25-49 | 48,200 | .94 | 24 |
| 25-54 | 52,300 | .92 | 24 |
| TEENS TOTAL | 22,000 | .73 | 38 |
| CHILD TOTAL | 42,400 | .80 | 34 |
| 6-11 | 23,500 | .75 | 37 |

| TV HOUSEHOLDS | 70,900 | 1.14 | 19 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 239,300 | 1.08 | 20 |
| 18+ | 161,800 | 1.06 | 20 |
| 18-49 | 136,000 | 1.14 | 19 |
| 12-24 | 63,000 | 1.15 | 18 |
| 12-34 | 117,100 | 1.16 | 19 |
| 18-34 | 91,300 | 1.19 | 19 |
| WOMEN TOTAL | 81,800 | 1.09 | 20 |
| 18-49 | 67,100 | 1.18 | 19 |
| 12-24 | 31,000 | 1.20 | 19 |
| 18-34 | 44,800 | 1.25 | 19 |
| 25-49 | 48,600 | 1.14 | 19 |
| 25-54 | 52,400 | 1.12 | 20 |
| MEN TOTAL | 80,000 | 1.03 | 20 |
| 18-49 | 68,900 | 1.10 | 19 |
| 18-34 | 46,700 | 1.14 | 19 |
| 21-49 | 61,500 | 1.10 | 19 |
| 25-49 | 50,200 | 1.10 | 19 |
| 25-54 | 53,400 | 1.07 | 19 |
| TEENS TOTAL | 25,800 | 1.08 | 19 |
| CHILD TOTAL | 51,700 | 1.12 | 19 |
| 6-11 | 29,600 | 1.11 | 19 |

## BOWLING GREEN (CAMPBELLSVILLE)

| TV HOUSEHOLDS | 46,000 | .05 | 191 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 119,400 | .05 | 193 |
| 18+ | 91,900 | .05 | 194 |
| 18-49 | 59,800 | .05 | 194 |
| 12-24 | 26,600 | .06 | 188 |
| 12-34 | 45,100 | .05 | 192 |
| 18-34 | 34,300 | .05 | 192 |
| WOMEN TOTAL | 48,500 | .05 | 192 |
| 18-49 | 30,600 | .05 | 191 |
| 12-24 | 13,400 | .06 | 188 |
| 18-34 | 17,600 | .05 | 190 |
| 25-49 | 22,400 | .05 | 191 |
| 25-54 | 25,700 | .05 | 190 |
| MEN TOTAL | 43,400 | .05 | 193 |
| 18-49 | 29,200 | .05 | 194 |
| 18-34 | 16,700 | .05 | 194 |
| 21-49 | 25,700 | .05 | 193 |
| 25-49 | 21,600 | .05 | 193 |
| 25-54 | 24,700 | .05 | 192 |
| TEENS TOTAL | 10,800 | .05 | 190 |
| CHILD TOTAL | 16,700 | .05 | 195 |
| 6-11 | 10,500 | .05 | 194 |

| TV HOUSEHOLDS | 2,500 | .03 | 151 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 6,900 | .02 | 154 |
| 18+ | 4,900 | .02 | 155 |
| 18-49 | 3,500 | .02 | 159 |
| 12-24 | 1,800 | .03 | 156 |
| 12-34 | 2,800 | .02 | 160 |
| 18-34 | 2,000 | .02 | 161 |
| WOMEN TOTAL | 2,600 | .02 | 149 |
| 18-49 | 1,800 | .02 | 149 |
| 12-24 | 1,000 | .03 | 146 |
| 18-34 | 1,100 | .02 | 151 |
| 25-49 | 1,200 | .02 | 152 |
| 25-54 | 1,400 | .02 | 149 |
| MEN TOTAL | 2,300 | 02 | 160 |
| 18-49 | 1,700 | .02 | 162 |
| 18-34 | 900 | .02 | 167 |
| 21-49 | 1,500 | .02 | 161 |
| 25-49 | 1,300 | .03 | 160 |
| 25-54 | 1,400 | .02 | 160 |
| TEENS TOTAL | 800 | .03 | 148 |
| CHILD TOTAL | 1,200 | .02 | 152 |
| 6-11 | 700 | .02 | 151 |

| TV HOUSEHOLDS | 100 | - | 202 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 500 | - | 204 |
| 18+ | 500 | - | 201 |
| 18-49 | 300 | - | 205 |
| 12-24 | 200 | - | 193 |
| 12-34 | 200 | - | 205 |
| 18-34 | 200 | - | 201 |
| WOMEN TOTAL | 200 | - | 199 |
| 18-49 | 200 | - | 195 |
| 12-24 | 100 | - | 186 |
| 18-34 | 100 | - | 197 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 201 |
| MEN TOTAL | 300 | - | 199 |
| 18-49 | 100 | - | 204 |
| 18-34 | 100 | - | 200 |
| 21-49 | | | 210 |
| 25-49 | | | 206 |
| 25-54 | 100 | - | 201 |
| TEENS TOTAL | | | 195 |
| CHILD TOTAL | | | 206 |
| 6-11 | | | 199 |

## BRISTOL-KINGSPORT-JOHNSON CITY: TRI-CITIES

| TV HOUSEHOLDS | 295,100 | .32 | 86 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 757,700 | .31 | 87 |
| 18+ | 591,200 | .32 | 85 |
| 18-49 | 363,000 | .30 | 87 |
| 12-24 | 144,100 | .31 | 91 |
| 12-34 | 259,400 | .30 | 92 |
| 18-34 | 191,400 | .28 | 96 |
| WOMEN TOTAL | 310,600 | .32 | 81 |
| 18-49 | 182,600 | .30 | 86 |
| 12-24 | 70,800 | .32 | 90 |
| 18-34 | 95,500 | .29 | 99 |
| 25-49 | 145,000 | .30 | 83 |
| 25-54 | 167,700 | .31 | 80 |
| MEN TOTAL | 280,600 | .32 | 85 |
| 18-49 | 180,400 | .30 | 87 |
| 18-34 | 95,900 | .28 | 97 |
| 21-49 | 163,400 | .30 | 86 |
| 25-49 | 141,900 | .30 | 83 |
| 25-54 | 164,100 | .31 | 82 |
| TEENS TOTAL | 68,000 | .34 | 86 |
| CHILD TOTAL | 98,500 | .27 | 99 |
| 6-11 | 61,400 | .29 | 93 |

| TV HOUSEHOLDS | 4,400 | .04 | 136 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 12,900 | .05 | 138 |
| 18+ | 9,300 | .05 | 138 |
| 18-49 | 5,800 | .04 | 148 |
| 12-24 | 2,600 | .04 | 147 |
| 12-34 | 4,900 | .04 | 147 |
| 18-34 | 3,600 | .04 | 149 |
| WOMEN TOTAL | 4,500 | .04 | 136 |
| 18-49 | 2,800 | .04 | 137 |
| 12-24 | 900 | .03 | 149 |
| 18-34 | 1,500 | .03 | 144 |
| 25-49 | 2,400 | .04 | 135 |
| 25-54 | 2,800 | .04 | 135 |
| MEN TOTAL | 4,800 | .05 | 143 |
| 18-49 | 3,000 | .04 | 150 |
| 18-34 | 2,100 | .05 | 146 |
| 21-49 | 2,500 | .04 | 150 |
| 25-49 | 2,100 | .04 | 150 |
| 25-54 | 2,600 | .05 | 146 |
| TEENS TOTAL | 1,300 | .04 | 135 |
| CHILD TOTAL | 2,300 | .04 | 138 |
| 6-11 | 1,200 | .04 | 140 |

| TV HOUSEHOLDS | 300 | - | 188 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **ADI RANK** |
| PERSONS 2+ | 2,500 | .01 | 164 |
| 18+ | 1,400 | .01 | 172 |
| 18-49 | 1,000 | .01 | 177 |
| 12-24 | 600 | .01 | 168 |
| 12-34 | 1,000 | .01 | 173 |
| 18-34 | 800 | .01 | 171 |
| WOMEN TOTAL | 500 | .01 | 176 |
| 18-49 | 400 | .01 | 179 |
| 12-24 | 400 | .02 | 151 |
| 18-34 | 300 | .01 | 171 |
| 25-49 | 100 | - | 198 |
| 25-54 | 200 | - | 192 |
| MEN TOTAL | 900 | .01 | 170 |
| 18-49 | 600 | .01 | 173 |
| 18-34 | 500 | .01 | 165 |
| 21-49 | 600 | .01 | 169 |
| 25-49 | 500 | .01 | 164 |
| 25-54 | 500 | .01 | 166 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 900 | .02 | 140 |
| 6-11 | 400 | .02 | 149 |

# ADI MARKETS POPULATION SUMMARY

## BUFFALO (JAMESTOWN)

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 629,400 | .69 | 36 | 48,800 | .49 | 54 | 9,800 | .16 | 63 |
| PERSONS 2+ | 1,603,600 | .67 | 40 | 126,000 | .44 | 63 | 32,600 | .15 | 62 |
| 18+ | 1,246,300 | .68 | 37 | 90,600 | .45 | 57 | 22,100 | .15 | 63 |
| 18-49 | 763,100 | .63 | 42 | 63,400 | .44 | 57 | 17,900 | .15 | 62 |
| 12-24 | 297,400 | .65 | 42 | 29,100 | .44 | 65 | 8,500 | .15 | 62 |
| 12-34 | 554,400 | .63 | 42 | 52,200 | .44 | 62 | 15,300 | .15 | 61 |
| 18-34 | 425,900 | .63 | 42 | 39,400 | .45 | 58 | 11,900 | .16 | 62 |
| WOMEN TOTAL | 659,700 | .69 | 36 | 48,000 | .44 | 59 | 10,300 | .14 | 62 |
| 18-49 | 385,200 | .64 | 42 | 32,700 | .43 | 61 | 8,200 | .14 | 63 |
| 12-24 | 146,500 | .65 | 42 | 14,300 | .43 | 63 | 3,900 | .15 | 64 |
| 18-34 | 213,000 | .64 | 42 | 19,700 | .43 | 62 | 5,400 | .15 | 62 |
| 25-49 | 301,700 | .63 | 42 | 24,800 | .43 | 59 | 6,000 | .14 | 63 |
| 25-54 | 343,200 | .64 | 42 | 28,000 | .43 | 58 | 6,400 | .14 | 62 |
| MEN TOTAL | 586,600 | .66 | 38 | 42,600 | .46 | 56 | 11,800 | .15 | 62 |
| 18-49 | 377,900 | .63 | 41 | 30,700 | .44 | 57 | 9,700 | .16 | 62 |
| 18-34 | 212,900 | .62 | 42 | 19,700 | .46 | 57 | 6,500 | .16 | 62 |
| 21-49 | 341,800 | .62 | 41 | 27,100 | .44 | 56 | 8,500 | .15 | 62 |
| 25-49 | 292,500 | .62 | 41 | 22,300 | .44 | 56 | 6,800 | .15 | 62 |
| 25-54 | 330,700 | .62 | 41 | 24,700 | .44 | 56 | 7,200 | .14 | 64 |
| TEENS TOTAL | 128,500 | .64 | 44 | 12,800 | .43 | 61 | 3,400 | .14 | 67 |
| CHILD TOTAL | 228,800 | .63 | 43 | 22,600 | .42 | 65 | 7,300 | .16 | 66 |
| 6-11 | 135,200 | .63 | 45 | 12,600 | .40 | 65 | 4,100 | .15 | 66 |

## BURLINGTON-PLATTSBURGH

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 240,800 | .26 | 97 | 1,000 | .01 | 171 | 1,300 | .02 | 138 |
| PERSONS 2+ | 640,000 | .27 | 99 | 7,800 | .03 | 151 | 7,300 | .03 | 123 |
| 18+ | 491,400 | .27 | 98 | 6,900 | .03 | 148 | 6,000 | .04 | 114 |
| 18-49 | 333,400 | .28 | 94 | 6,600 | .05 | 141 | 5,300 | .04 | 106 |
| 12-24 | 128,000 | .28 | 100 | 2,000 | .03 | 151 | 1,800 | .03 | 125 |
| 12-34 | 239,100 | .27 | 100 | 4,700 | .04 | 148 | 4,200 | .04 | 114 |
| 18-34 | 186,300 | .28 | 99 | 4,500 | .05 | 140 | 3,800 | .05 | 105 |
| WOMEN TOTAL | 250,600 | .26 | 98 | 800 | .01 | 174 | 1,500 | .02 | 137 |
| 18-49 | 162,700 | .27 | 96 | 800 | .01 | 169 | 1,300 | .02 | 134 |
| 12-24 | 61,900 | .28 | 100 | 300 | .01 | 173 | 800 | .02 | 134 |
| 18-34 | 90,400 | .27 | 98 | 500 | .01 | 169 | 900 | .03 | 129 |
| 25-49 | 126,400 | .26 | 94 | 500 | .01 | 167 | 800 | .02 | 140 |
| 25-54 | 141,700 | .26 | 95 | 500 | .01 | 168 | 900 | .02 | 139 |
| MEN TOTAL | 240,800 | .27 | 97 | 6,100 | .07 | 131 | 4,500 | .06 | 100 |
| 18-49 | 170,700 | .28 | 95 | 5,800 | .08 | 127 | 4,000 | .06 | 94 |
| 18-34 | 95,900 | .28 | 97 | 4,000 | .09 | 124 | 2,900 | .07 | 92 |
| 21-49 | 154,400 | .28 | 95 | 5,400 | .09 | 123 | 3,700 | .07 | 92 |
| 25-49 | 131,800 | .28 | 91 | 4,300 | .08 | 125 | 3,100 | .07 | 89 |
| 25-54 | 147,100 | .28 | 92 | 4,600 | .08 | 126 | 3,100 | .06 | 93 |
| TEENS TOTAL | 52,800 | .26 | 103 | 200 | .01 | 176 | 400 | .02 | 144 |
| CHILD TOTAL | 95,800 | .26 | 101 | 700 | .01 | 166 | 900 | .02 | 140 |
| 6-11 | 56,500 | .26 | 103 | 500 | .02 | 159 | 500 | .02 | 141 |

## BUTTE

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 48,600 | .05 | 190 | | | 203 | 500 | .01 | 171 |
| PERSONS 2+ | 123,900 | .05 | 191 | 100 | - | 204 | 2,000 | .01 | 178 |
| 18+ | 95,100 | .05 | 190 | 100 | - | 204 | 1,300 | .01 | 175 |
| 18-49 | 62,000 | .05 | 190 | 100 | - | 204 | 1,300 | .01 | 168 |
| 12-24 | 25,000 | .05 | 193 | | | 203 | 500 | .01 | 177 |
| 12-34 | 44,300 | .05 | 193 | | | 204 | 800 | .01 | 175 |
| 18-34 | 33,900 | .05 | 193 | | | 204 | 700 | .01 | 176 |
| WOMEN TOTAL | 47,000 | .05 | 194 | | | 202 | 500 | .01 | 176 |
| 18-49 | 29,200 | .05 | 193 | | | 202 | 500 | .01 | 171 |
| 12-24 | 11,500 | .05 | 196 | | | 200 | 200 | .01 | 171 |
| 18-34 | 15,800 | .05 | 195 | | | 199 | 300 | .01 | 171 |
| 25-49 | 22,600 | .05 | 190 | | | 198 | 400 | .01 | 166 |
| 25-54 | 25,700 | .05 | 190 | | | 200 | 400 | .01 | 170 |
| MEN TOTAL | 48,100 | .05 | 189 | 100 | - | 203 | 800 | .01 | 175 |
| 18-49 | 32,800 | .05 | 188 | 100 | - | 202 | 800 | .01 | 161 |
| 18-34 | 18,100 | .05 | 190 | | | 204 | 400 | .01 | 173 |
| 21-49 | 29,400 | .05 | 190 | 100 | - | 201 | 700 | .01 | 161 |
| 25-49 | 24,800 | .05 | 189 | 100 | - | 198 | 600 | .01 | 159 |
| 25-54 | 28,000 | .05 | 189 | 100 | - | 199 | 600 | .01 | 163 |
| TEENS TOTAL | 10,400 | .05 | 191 | | | 197 | 200 | .01 | 167 |
| CHILD TOTAL | 18,400 | .05 | 191 | | | 200 | 500 | .01 | 170 |
| 6-11 | 11,200 | .05 | 191 | | | 194 | 200 | .01 | 173 |

## ADI MARKETS POPULATION SUMMARY

### CASPER-RIVERTON

TV HOUSEHOLDS 39,800 .04 197

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 102,900 | .04 | 199 |
| 18+ | 74,100 | .04 | 199 |
| 18-49 | 48,000 | .04 | 200 |
| 12-24 | 18,200 | .04 | 201 |
| 12-34 | 34,400 | .04 | 200 |
| 18-34 | 24,200 | .04 | 201 |
| WOMEN TOTAL | 38,300 | .04 | 199 |
| 18-49 | 24,200 | .04 | 199 |
| 12-24 | 9,000 | .04 | 201 |
| 18-34 | 12,400 | .04 | 200 |
| 25-49 | 20,100 | .04 | 198 |
| 25-54 | 23,000 | .04 | 197 |
| MEN TOTAL | 35,800 | .04 | 199 |
| 18-49 | 23,800 | .04 | 200 |
| 18-34 | 11,800 | .03 | 202 |
| 21-49 | 21,900 | .04 | 199 |
| 25-49 | 19,900 | .04 | 198 |
| 25-54 | 22,500 | .04 | 198 |
| TEENS TOTAL | 10,200 | .05 | 194 |
| CHILD TOTAL | 18,600 | .05 | 190 |
| 6-11 | 11,400 | .05 | 190 |

TV HOUSEHOLDS 200 - 193

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 400 | - | 201 |
| 18+ | 200 | - | 202 |
| 18-49 | 200 | - | 201 |
| 12-24 | | | 203 |
| 12-34 | | | 204 |
| 18-34 | | | 204 |
| WOMEN TOTAL | 100 | - | 197 |
| 18-49 | 100 | - | 195 |
| 12-24 | | | 200 |
| 18-34 | | | 199 |
| 25-49 | 100 | - | 190 |
| 25-54 | 100 | - | 191 |
| MEN TOTAL | 100 | - | 203 |
| 18-49 | 100 | - | 202 |
| 18-34 | | | 204 |
| 21-49 | 100 | - | 201 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 199 |
| TEENS TOTAL | | | 197 |
| CHILD TOTAL | 200 | - | 188 |
| 6-11 | 200 | .01 | 178 |

TV HOUSEHOLDS 1,200 .02 140

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 3,900 | .02 | 152 |
| 18+ | 2,300 | .02 | 155 |
| 18-49 | 1,700 | .01 | 155 |
| 12-24 | 900 | .02 | 154 |
| 12-34 | 1,600 | .02 | 157 |
| 18-34 | 1,000 | .01 | 164 |
| WOMEN TOTAL | 1,100 | .01 | 148 |
| 18-49 | 900 | .02 | 149 |
| 12-24 | 500 | .02 | 142 |
| 18-34 | 500 | .01 | 155 |
| 25-49 | 700 | .02 | 146 |
| 25-54 | 700 | .01 | 148 |
| MEN TOTAL | 1,200 | .02 | 159 |
| 18-49 | 800 | .01 | 161 |
| 18-34 | 500 | .01 | 165 |
| 21-49 | 800 | .01 | 157 |
| 25-49 | 700 | .02 | 156 |
| 25-54 | 900 | .02 | 150 |
| TEENS TOTAL | 600 | .03 | 130 |
| CHILD TOTAL | 1,000 | .02 | 136 |
| 6-11 | 600 | .02 | 136 |

### CEDAR RAPIDS-WATERLOO-DUBUQUE

TV HOUSEHOLDS 298,800 .33 82

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 778,500 | .32 | 83 |
| 18+ | 595,600 | .32 | 83 |
| 18-49 | 377,600 | .31 | 82 |
| 12-24 | 161,100 | .35 | 81 |
| 12-34 | 283,000 | .32 | 81 |
| 18-34 | 216,800 | .32 | 81 |
| WOMEN TOTAL | 310,400 | .32 | 82 |
| 18-49 | 188,000 | .31 | 82 |
| 12-24 | 79,000 | .35 | 81 |
| 18-34 | 107,600 | .32 | 80 |
| 25-49 | 141,200 | .30 | 87 |
| 25-54 | 160,700 | .30 | 87 |
| MEN TOTAL | 285,200 | .32 | 83 |
| 18-49 | 189,600 | .31 | 82 |
| 18-34 | 109,200 | .32 | 82 |
| 21-49 | 169,000 | .31 | 82 |
| 25-49 | 141,500 | .30 | 84 |
| 25-54 | 160,500 | .30 | 85 |
| TEENS TOTAL | 66,200 | .33 | 88 |
| CHILD TOTAL | 116,700 | .32 | 84 |
| 6-11 | 71,600 | .33 | 83 |

TV HOUSEHOLDS 4,800 .05 134

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 14,200 | .05 | 135 |
| 18+ | 9,400 | .05 | 136 |
| 18-49 | 7,200 | .05 | 134 |
| 12-24 | 3,800 | .06 | 131 |
| 12-34 | 6,300 | .05 | 134 |
| 18-34 | 4,600 | .05 | 137 |
| WOMEN TOTAL | 4,600 | .04 | 135 |
| 18-49 | 3,400 | .04 | 135 |
| 12-24 | 1,700 | .05 | 132 |
| 18-34 | 2,200 | .05 | 133 |
| 25-49 | 2,400 | .04 | 135 |
| 25-54 | 2,700 | .04 | 136 |
| MEN TOTAL | 4,800 | .05 | 143 |
| 18-49 | 3,800 | .06 | 139 |
| 18-34 | 2,400 | .06 | 142 |
| 21-49 | 3,400 | .06 | 138 |
| 25-49 | 2,700 | .05 | 139 |
| 25-54 | 2,900 | .05 | 141 |
| TEENS TOTAL | 1,700 | .06 | 132 |
| CHILD TOTAL | 3,100 | .06 | 133 |
| 6-11 | 1,900 | .06 | 128 |

TV HOUSEHOLDS 1,500 .02 133

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 5,800 | .03 | 131 |
| 18+ | 4,000 | .03 | 131 |
| 18-49 | 3,100 | .03 | 133 |
| 12-24 | 1,800 | .03 | 125 |
| 12-34 | 3,000 | .03 | 129 |
| 18-34 | 2,300 | .03 | 129 |
| WOMEN TOTAL | 1,800 | .02 | 127 |
| 18-49 | 1,500 | .03 | 127 |
| 12-24 | 800 | .03 | 121 |
| 18-34 | 1,100 | .03 | 123 |
| 25-49 | 1,000 | .02 | 131 |
| 25-54 | 1,100 | .02 | 127 |
| MEN TOTAL | 2,200 | .03 | 135 |
| 18-49 | 1,600 | .03 | 138 |
| 18-34 | 1,200 | .03 | 134 |
| 21-49 | 1,500 | .03 | 136 |
| 25-49 | 1,000 | .02 | 143 |
| 25-54 | 1,200 | .02 | 140 |
| TEENS TOTAL | 700 | .03 | 122 |
| CHILD TOTAL | 1,100 | .02 | 133 |
| 6-11 | 400 | .02 | 149 |

### CHARLESTON, SC

TV HOUSEHOLDS 223,100 .24 105

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 616,300 | .26 | 103 |
| 18+ | 457,400 | .25 | 105 |
| 18-49 | 325,300 | .27 | 99 |
| 12-24 | 131,300 | .29 | 99 |
| 12-34 | 247,100 | .28 | 97 |
| 18-34 | 192,400 | .28 | 94 |
| WOMEN TOTAL | 233,800 | .24 | 106 |
| 18-49 | 159,600 | .26 | 98 |
| 12-24 | 62,300 | .28 | 99 |
| 18-34 | 92,100 | .28 | 96 |
| 25-49 | 124,300 | .26 | 97 |
| 25-54 | 138,800 | .26 | 97 |
| MEN TOTAL | 223,600 | .25 | 105 |
| 18-49 | 165,700 | .27 | 97 |
| 18-34 | 100,300 | .29 | 94 |
| 21-49 | 149,400 | .27 | 97 |
| 25-49 | 124,400 | .26 | 97 |
| 25-54 | 137,500 | .26 | 98 |
| TEENS TOTAL | 54,700 | .27 | 99 |
| CHILD TOTAL | 104,200 | .29 | 92 |
| 6-11 | 60,800 | .28 | 96 |

TV HOUSEHOLDS 66,100 .67 41

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 207,800 | .73 | 36 |
| 18+ | 141,200 | .70 | 36 |
| 18-49 | 100,600 | .69 | 37 |
| 12-24 | 48,500 | .73 | 38 |
| 12-34 | 83,400 | .71 | 38 |
| 18-34 | 60,100 | .68 | 40 |
| WOMEN TOTAL | 77,000 | .71 | 37 |
| 18-49 | 52,800 | .69 | 37 |
| 12-24 | 24,100 | .73 | 38 |
| 18-34 | 30,900 | .68 | 41 |
| 25-49 | 40,300 | .69 | 37 |
| 25-54 | 44,700 | .69 | 37 |
| MEN TOTAL | 64,200 | .69 | 36 |
| 18-49 | 47,800 | .69 | 37 |
| 18-34 | 29,200 | .69 | 42 |
| 21-49 | 42,200 | .69 | 36 |
| 25-49 | 35,100 | .69 | 35 |
| 25-54 | 38,600 | .68 | 35 |
| TEENS TOTAL | 23,300 | .78 | 36 |
| CHILD TOTAL | 43,300 | .81 | 32 |
| 6-11 | 25,700 | .82 | 32 |

TV HOUSEHOLDS 2,100 .03 118

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 7,600 | .03 | 121 |
| 18+ | 5,400 | .04 | 119 |
| 18-49 | 4,400 | .04 | 121 |
| 12-24 | 2,100 | .04 | 118 |
| 12-34 | 3,600 | .04 | 119 |
| 18-34 | 3,100 | .04 | 118 |
| WOMEN TOTAL | 2,300 | .03 | 118 |
| 18-49 | 1,900 | .03 | 120 |
| 12-24 | 800 | .03 | 121 |
| 18-34 | 1,200 | .03 | 121 |
| 25-49 | 1,400 | .03 | 117 |
| 25-54 | 1,500 | .03 | 115 |
| MEN TOTAL | 3,100 | .04 | 119 |
| 18-49 | 2,500 | .04 | 117 |
| 18-34 | 1,900 | .05 | 114 |
| 21-49 | 2,200 | .04 | 117 |
| 25-49 | 1,600 | .03 | 119 |
| 25-54 | 1,700 | .03 | 119 |
| TEENS TOTAL | 700 | .03 | 122 |
| CHILD TOTAL | 1,500 | .03 | 119 |
| 6-11 | 800 | .03 | 122 |

# ADI MARKETS POPULATION SUMMARY

## CHARLESTON-HUNTINGTON

TV HOUSEHOLDS 462,200 .50 55

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,207,800 | .50 | 56 |
| 18+ | 917,100 | .50 | 56 |
| 18-49 | 570,000 | .47 | 57 |
| 12-24 | 241,700 | .53 | 53 |
| 12-34 | 423,000 | .48 | 56 |
| 18-34 | 305,100 | .45 | 58 |
| WOMEN TOTAL | 484,500 | .50 | 54 |
| 18-49 | 289,600 | .48 | 57 |
| 12-24 | 119,800 | .53 | 52 |
| 18-34 | 155,400 | .46 | 58 |
| 25-49 | 227,200 | .48 | 57 |
| 25-54 | 260,600 | .48 | 57 |
| MEN TOTAL | 432,600 | .49 | 56 |
| 18-49 | 280,400 | .46 | 56 |
| 18-34 | 149,700 | .44 | 59 |
| 21-49 | 252,600 | .46 | 56 |
| 25-49 | 219,000 | .46 | 57 |
| 25-54 | 260,700 | .47 | 56 |
| TEENS TOTAL | 117,900 | .58 | 47 |
| CHILD TOTAL | 172,800 | .48 | 58 |
| 6-11 | 109,200 | .51 | 53 |

TV HOUSEHOLDS 10,500 .11 111

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 28,200 | .10 | 114 |
| 18+ | 21,100 | .10 | 112 |
| 18-49 | 14,500 | .10 | 115 |
| 12-24 | 6,700 | .10 | 116 |
| 12-34 | 11,600 | .10 | 116 |
| 18-34 | 8,900 | .10 | 115 |
| WOMEN TOTAL | 10,500 | .10 | 113 |
| 18-49 | 6,600 | .09 | 115 |
| 12-24 | 3,100 | .09 | 115 |
| 18-34 | 3,900 | .09 | 116 |
| 25-49 | 4,800 | .08 | 116 |
| 25-54 | 5,400 | .08 | 115 |
| MEN TOTAL | 10,600 | .11 | 113 |
| 18-49 | 7,900 | .11 | 114 |
| 18-34 | 5,000 | .12 | 117 |
| 21-49 | 7,100 | .12 | 113 |
| 25-49 | 5,700 | .11 | 113 |
| 25-54 | 6,[illegible] | .11 | 113 |
| TEENS TOTAL | 2,700 | .09 | 119 |
| CHILD TOTAL | 4,400 | .08 | 122 |
| 6-11 | 2,500 | .08 | 122 |

TV HOUSEHOLDS 700 .01 158

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 3,500 | .02 | 157 |
| 18+ | 2,600 | .02 | 154 |
| 18-49 | 2,000 | .02 | 152 |
| 12-24 | 800 | .01 | 161 |
| 12-34 | 1,700 | .02 | 151 |
| 18-34 | 1,400 | .02 | 150 |
| WOMEN TOTAL | 900 | .01 | 156 |
| 18-49 | 800 | .01 | 154 |
| 12-24 | 400 | .02 | 151 |
| 18-34 | 500 | .01 | 155 |
| 25-49 | 600 | .01 | 149 |
| 25-54 | 600 | .01 | 153 |
| MEN TOTAL | 1,700 | .02 | 148 |
| 18-49 | 1,200 | .02 | 150 |
| 18-34 | 900 | .02 | 145 |
| 21-49 | 900 | .02 | 153 |
| 25-49 | 900 | .02 | 147 |
| 25-54 | 1,000 | .02 | 147 |
| TEENS TOTAL | 300 | .01 | 153 |
| CHILD TOTAL | 600 | .01 | 163 |
| 6-11 | 300 | .01 | 164 |

## CHARLOTTE (HICKORY)

TV HOUSEHOLDS 740,000 .81 31

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,899,500 | .79 | 31 |
| 18+ | 1,471,500 | .80 | 31 |
| 18-49 | 974,800 | .81 | 30 |
| 12-24 | 369,400 | .80 | 30 |
| 12-34 | 696,900 | .79 | 33 |
| 18-34 | 537,000 | .80 | 31 |
| WOMEN TOTAL | 774,500 | .80 | 30 |
| 18-49 | 492,500 | .82 | 31 |
| 12-24 | 183,400 | .82 | 30 |
| 18-34 | 269,900 | .81 | 30 |
| 25-49 | 387,300 | .81 | 32 |
| 25-54 | 439,400 | .81 | 31 |
| MEN TOTAL | 697,000 | .79 | 32 |
| 18-49 | 482,300 | .80 | 30 |
| 18-34 | 267,100 | .78 | 33 |
| 21-49 | 438,800 | .80 | 31 |
| 25-49 | 378,000 | .80 | 31 |
| 25-54 | 427,000 | .81 | 30 |
| TEENS TOTAL | 159,900 | .79 | 32 |
| CHILD TOTAL | 268,100 | .74 | 37 |
| 6-11 | 158,100 | .74 | 38 |

TV HOUSEHOLDS 120,500 1.22 19

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 348,900 | 1.23 | 19 |
| 18+ | 246,200 | 1.22 | 20 |
| 18-49 | 179,500 | 1.23 | 19 |
| 12-24 | 83,900 | 1.27 | 20 |
| 12-34 | 145,900 | 1.24 | 19 |
| 18-34 | 107,200 | 1.22 | 19 |
| WOMEN TOTAL | 136,500 | 1.25 | 19 |
| 18-49 | 96,200 | 1.26 | 19 |
| 12-24 | 42,700 | 1.30 | 20 |
| 18-34 | 56,800 | 1.25 | 19 |
| 25-49 | 72,900 | 1.25 | 19 |
| 25-54 | 80,200 | 1.24 | 19 |
| MEN TOTAL | 109,700 | 1.19 | 20 |
| 18-49 | 83,300 | 1.21 | 19 |
| 18-34 | 50,400 | 1.18 | 19 |
| 21-49 | 73,300 | 1.20 | 19 |
| 25-49 | 61,400 | 1.20 | 20 |
| 25-54 | 67,200 | 1.19 | 20 |
| TEENS TOTAL | 38,700 | 1.29 | 20 |
| CHILD TOTAL | 64,000 | 1.20 | 20 |
| 6-11 | 37,500 | 1.20 | 20 |

TV HOUSEHOLDS 4,800 .08 85

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 15,200 | .07 | 89 |
| 18+ | 11,200 | .07 | 85 |
| 18-49 | 9,500 | .08 | 82 |
| 12-24 | 3,800 | .07 | 85 |
| 12-34 | 7,200 | .07 | 86 |
| 18-34 | 5,800 | .08 | 86 |
| WOMEN TOTAL | 5,100 | .07 | 85 |
| 18-49 | 4,200 | .07 | 82 |
| 12-24 | 1,800 | .06 | 91 |
| 18-34 | 2,300 | .06 | 88 |
| 25-49 | 3,300 | .08 | 80 |
| 25-54 | 3,600 | .08 | 80 |
| MEN TOTAL | 6,100 | .08 | 85 |
| 18-49 | 5,300 | .08 | 83 |
| 18-34 | 3,500 | .09 | 84 |
| 21-49 | 4,700 | .08 | 82 |
| 25-49 | 3,700 | .08 | 84 |
| 25-54 | 4,000 | .08 | 82 |
| TEENS TOTAL | 1,400 | .06 | 92 |
| CHILD TOTAL | 2,600 | .06 | 95 |
| 6-11 | 1,600 | .06 | 92 |

## CHARLOTTESVILLE

TV HOUSEHOLDS 40,800 .04 196

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 105,700 | .04 | 196 |
| 18+ | 85,700 | .05 | 196 |
| 18-49 | 61,400 | .05 | 191 |
| 12-24 | 25,800 | .06 | 191 |
| 12-34 | 45,600 | .05 | 191 |
| 18-34 | 38,900 | .06 | 186 |
| WOMEN TOTAL | 45,200 | .05 | 196 |
| 18-49 | 31,400 | .05 | 190 |
| 12-24 | 12,800 | .06 | 191 |
| 18-34 | 19,700 | .06 | 185 |
| 25-49 | 21,900 | .05 | 193 |
| 25-54 | 24,400 | .05 | 193 |
| MEN TOTAL | 40,500 | .05 | 196 |
| 18-49 | 30,000 | .05 | 193 |
| 18-34 | 19,200 | .06 | 187 |
| 21-49 | 25,700 | .05 | 193 |
| 25-49 | 20,400 | .04 | 196 |
| 25-54 | 22,600 | .04 | 197 |
| TEENS TOTAL | 6,700 | .03 | 205 |
| CHILD TOTAL | 13,300 | .04 | 201 |
| 6-11 | 7,600 | .04 | 202 |

TV HOUSEHOLDS 5,200 .05 133

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 15,200 | .05 | 132 |
| 18+ | 11,500 | .06 | 129 |
| 18-49 | 8,300 | .06 | 131 |
| 12-24 | 3,800 | .06 | 131 |
| 12-34 | 6,600 | .06 | 132 |
| 18-34 | 5,300 | .06 | 131 |
| WOMEN TOTAL | 6,300 | .06 | 128 |
| 18-49 | 4,500 | .06 | 126 |
| 12-24 | 2,100 | .06 | 127 |
| 18-34 | 2,900 | .06 | 126 |
| 25-49 | 3,100 | .05 | 130 |
| 25-54 | 3,300 | .05 | 132 |
| MEN TOTAL | 5,200 | .06 | 135 |
| 18-49 | 3,800 | .06 | 139 |
| 18-34 | 2,400 | .06 | 142 |
| 21-49 | 3,300 | .05 | 140 |
| 25-49 | 2,700 | .05 | 139 |
| 25-54 | 3,000 | .05 | 138 |
| TEENS TOTAL | 1,300 | .04 | 135 |
| CHILD TOTAL | 2,400 | .05 | 137 |
| 6-11 | 1,300 | .04 | 137 |

TV HOUSEHOLDS 400 .01 177

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,300 | .01 | 190 |
| 18+ | 1,000 | .01 | 186 |
| 18-49 | 900 | .01 | 179 |
| 12-24 | 500 | .01 | 177 |
| 12-34 | 700 | .01 | 183 |
| 18-34 | 600 | .01 | 181 |
| WOMEN TOTAL | 500 | .01 | 176 |
| 18-49 | 400 | .01 | 179 |
| 12-24 | 200 | .01 | 171 |
| 18-34 | 300 | .01 | 171 |
| 25-49 | 200 | - | 185 |
| 25-54 | 300 | .01 | 176 |
| MEN TOTAL | 500 | .01 | 189 |
| 18-49 | 500 | .01 | 178 |
| 18-34 | 300 | .01 | 181 |
| 21-49 | 400 | .01 | 179 |
| 25-49 | 300 | .01 | 181 |
| 25-54 | 300 | .01 | 184 |
| TEENS TOTAL | 100 | - | 186 |
| CHILD TOTAL | 200 | - | 194 |
| 6-11 | 100 | - | 190 |

# ADI MARKETS POPULATION SUMMARY

## CHATTANOOGA (CLEVELAND, TN)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 306,900 | .33 | 81 |
| PERSONS 2+ | 787,500 | .33 | 80 |
| 18+ | 605,600 | .33 | 79 |
| 18-49 | 383,900 | .32 | 80 |
| 12-24 | 152,100 | .33 | 86 |
| 12-34 | 276,000 | .31 | 84 |
| 18-34 | 204,100 | .30 | 87 |
| WOMEN TOTAL | 320,400 | .33 | 78 |
| 18-49 | 194,700 | .32 | 78 |
| 12-24 | 75,100 | .33 | 84 |
| 18-34 | 102,900 | .31 | 85 |
| 25-49 | 154,500 | .32 | 78 |
| 25-54 | 177,500 | .33 | 78 |
| MEN TOTAL | 285,200 | .32 | 83 |
| 18-49 | 189,200 | .31 | 83 |
| 18-34 | 101,200 | .30 | 91 |
| 21-49 | 172,200 | .31 | 80 |
| 25-49 | 149,200 | .32 | 78 |
| 25-54 | 170,700 | .32 | 78 |
| TEENS TOTAL | 71,900 | .36 | 79 |
| CHILD TOTAL | 110,000 | .30 | 89 |
| 6-11 | 67,200 | .31 | 88 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 24,900 | .25 | 81 |
| PERSONS 2+ | 66,800 | .23 | 82 |
| 18+ | 47,400 | .24 | 82 |
| 18-49 | 31,800 | .22 | 82 |
| 12-24 | 15,100 | .23 | 83 |
| 12-34 | 25,700 | .22 | 84 |
| 18-34 | 18,400 | .21 | 83 |
| WOMEN TOTAL | 26,800 | .25 | 80 |
| 18-49 | 17,300 | .23 | 82 |
| 12-24 | 7,600 | .23 | 83 |
| 18-34 | 9,800 | .22 | 82 |
| 25-49 | 13,300 | .23 | 81 |
| 25-54 | 14,900 | .23 | 81 |
| MEN TOTAL | 20,600 | .22 | 82 |
| 18-49 | 14,500 | .21 | 85 |
| 18-34 | 8,600 | .20 | 89 |
| 21-49 | 12,800 | .21 | 85 |
| 25-49 | 10,700 | .21 | 83 |
| 25-54 | 12,000 | .21 | 82 |
| TEENS TOTAL | 7,300 | .24 | 84 |
| CHILD TOTAL | 12,100 | .23 | 86 |
| 6-11 | 7,100 | .23 | 86 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,800 | .03 | 124 |
| PERSONS 2+ | 6,200 | .03 | 126 |
| 18+ | 4,600 | .03 | 127 |
| 18-49 | 3,700 | .03 | 128 |
| 12-24 | 1,500 | .03 | 134 |
| 12-34 | 3,300 | .03 | 126 |
| 18-34 | 2,900 | .04 | 122 |
| WOMEN TOTAL | 1,800 | .02 | 127 |
| 18-49 | 1,500 | .03 | 127 |
| 12-24 | 600 | .02 | 134 |
| 18-34 | 1,100 | .03 | 123 |
| 25-49 | 1,200 | .03 | 122 |
| 25-54 | 1,300 | .03 | 122 |
| MEN TOTAL | 2,800 | .04 | 125 |
| 18-49 | 2,200 | .04 | 125 |
| 18-34 | 1,800 | .04 | 115 |
| 21-49 | 2,000 | .04 | 123 |
| 25-49 | 1,400 | .03 | 127 |
| 25-54 | 1,500 | .03 | 127 |
| TEENS TOTAL | 400 | .02 | 144 |
| CHILD TOTAL | 1,200 | .03 | 129 |
| 6-11 | 900 | .03 | 113 |

## CHEYENNE-SCOTTSBLUFF (STERLING)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 41,600 | .05 | 195 |
| PERSONS 2+ | 105,200 | .04 | 197 |
| 18+ | 78,300 | .04 | 198 |
| 18-49 | 50,700 | .04 | 197 |
| 12-24 | 19,400 | .04 | 200 |
| 12-34 | 36,800 | .04 | 199 |
| 18-34 | 27,100 | .04 | 199 |
| WOMEN TOTAL | 40,300 | .04 | 198 |
| 18-49 | 25,100 | .04 | 198 |
| 12-24 | 9,400 | .04 | 200 |
| 18-34 | 13,400 | .04 | 198 |
| 25-49 | 20,400 | .04 | 197 |
| 25-54 | 23,000 | .04 | 197 |
| MEN TOTAL | 38,000 | .04 | 198 |
| 18-49 | 25,600 | .04 | 197 |
| 18-34 | 13,700 | .04 | 199 |
| 21-49 | 23,500 | .04 | 197 |
| 25-49 | 20,600 | .04 | 195 |
| 25-54 | 23,200 | .04 | 195 |
| TEENS TOTAL | 9,700 | .05 | 196 |
| CHILD TOTAL | 17,200 | .05 | 193 |
| 6-11 | 10,300 | .05 | 195 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 800 | .01 | 173 |
| PERSONS 2+ | 2,200 | .01 | 177 |
| 18+ | 1,500 | .01 | 177 |
| 18-49 | 1,000 | .01 | 182 |
| 12-24 | 500 | .01 | 182 |
| 12-34 | 900 | .01 | 183 |
| 18-34 | 700 | .01 | 182 |
| WOMEN TOTAL | 600 | .01 | 176 |
| 18-49 | 400 | .01 | 177 |
| 12-24 | 200 | .01 | 179 |
| 18-34 | 300 | .01 | 175 |
| 25-49 | 300 | .01 | 175 |
| 25-54 | 400 | .01 | 172 |
| MEN TOTAL | 900 | .01 | 180 |
| 18-49 | 600 | .01 | 184 |
| 18-34 | 400 | .01 | 186 |
| 21-49 | 500 | .01 | 188 |
| 25-49 | 400 | .01 | 186 |
| 25-54 | 500 | .01 | 180 |
| TEENS TOTAL | 200 | .01 | 176 |
| CHILD TOTAL | 500 | .01 | 172 |
| 6-11 | 300 | .01 | 172 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,000 | .06 | 91 |
| PERSONS 2+ | 12,200 | .05 | 95 |
| 18+ | 7,800 | .05 | 98 |
| 18-49 | 5,800 | .05 | 103 |
| 12-24 | 2,700 | .05 | 103 |
| 12-34 | 4,800 | .05 | 103 |
| 18-34 | 3,400 | .04 | 112 |
| WOMEN TOTAL | 4,000 | .05 | 94 |
| 18-49 | 3,000 | .05 | 94 |
| 12-24 | 1,400 | .05 | 97 |
| 18-34 | 1,800 | .05 | 101 |
| 25-49 | 2,300 | .05 | 93 |
| 25-54 | 2,500 | .05 | 94 |
| MEN TOTAL | 3,800 | .05 | 106 |
| 18-49 | 2,800 | .04 | 110 |
| 18-34 | 1,600 | .04 | 122 |
| 21-49 | 2,600 | .05 | 105 |
| 25-49 | 2,200 | .05 | 105 |
| 25-54 | 2,500 | .05 | 104 |
| TEENS TOTAL | 1,400 | .06 | 92 |
| CHILD TOTAL | 3,000 | .06 | 90 |
| 6-11 | 1,800 | .07 | 89 |

## CHICAGO (LA SALLE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,999,700 | 3.27 | 3 |
| PERSONS 2+ | 8,057,800 | 3.34 | 3 |
| 18+ | 6,139,000 | 3.33 | 3 |
| 18-49 | 4,104,300 | 3.40 | 3 |
| 12-24 | 1,526,300 | 3.32 | 3 |
| 12-34 | 2,987,400 | 3.41 | 3 |
| 18-34 | 2,303,600 | 3.41 | 3 |
| WOMEN TOTAL | 3,210,700 | 3.34 | 3 |
| 18-49 | 2,063,800 | 3.42 | 3 |
| 12-24 | 743,800 | 3.31 | 3 |
| 18-34 | 1,144,200 | 3.42 | 3 |
| 25-49 | 1,653,400 | 3.46 | 3 |
| 25-54 | 1,862,500 | 3.45 | 3 |
| MEN TOTAL | 2,928,300 | 3.31 | 3 |
| 18-49 | 2,040,500 | 3.38 | 3 |
| 18-34 | 1,159,400 | 3.40 | 3 |
| 21-49 | 1,865,400 | 3.39 | 3 |
| 25-49 | 1,608,400 | 3.41 | 3 |
| 25-54 | 1,804,900 | 3.40 | 3 |
| TEENS TOTAL | 683,800 | 3.39 | 3 |
| CHILD TOTAL | 1,235,000 | 3.41 | 3 |
| 6-11 | 728,900 | 3.40 | 3 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 505,000 | 5.10 | 2 |
| PERSONS 2+ | 1,476,600 | 5.19 | 2 |
| 18+ | 1,038,500 | 5.16 | 2 |
| 18-49 | 734,200 | 5.05 | 2 |
| 12-24 | 336,800 | 5.10 | 2 |
| 12-34 | 595,300 | 5.04 | 2 |
| 18-34 | 433,500 | 4.92 | 2 |
| WOMEN TOTAL | 576,000 | 5.28 | 2 |
| 18-49 | 399,100 | 5.22 | 2 |
| 12-24 | 169,200 | 5.14 | 2 |
| 18-34 | 230,500 | 5.07 | 2 |
| 25-49 | 309,800 | 5.32 | 2 |
| 25-54 | 348,700 | 5.38 | 2 |
| MEN TOTAL | 462,500 | 5.01 | 2 |
| 18-49 | 335,100 | 4.85 | 2 |
| 18-34 | 203,000 | 4.77 | 2 |
| 21-49 | 295,400 | 4.82 | 2 |
| 25-49 | 249,400 | 4.88 | 2 |
| 25-54 | 280,200 | 4.95 | 2 |
| TEENS TOTAL | 161,800 | 5.39 | 2 |
| CHILD TOTAL | 276,300 | 5.18 | 2 |
| 6-11 | 164,900 | 5.27 | 2 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 238,900 | 3.84 | 5 |
| PERSONS 2+ | 892,400 | 4.01 | 5 |
| 18+ | 593,200 | 3.90 | 5 |
| 18-49 | 486,500 | 4.07 | 5 |
| 12-24 | 232,800 | 4.24 | 3 |
| 12-34 | 420,900 | 4.19 | 3 |
| 18-34 | 319,000 | 4.17 | 4 |
| WOMEN TOTAL | 275,700 | 3.69 | 6 |
| 18-49 | 220,700 | 3.88 | 5 |
| 12-24 | 106,200 | 4.10 | 3 |
| 18-34 | 141,700 | 3.98 | 5 |
| 25-49 | 163,600 | 3.84 | 5 |
| 25-54 | 178,100 | 3.81 | 5 |
| MEN TOTAL | 317,500 | 4.09 | 5 |
| 18-49 | 265,800 | 4.25 | 5 |
| 18-34 | 177,300 | 4.32 | 4 |
| 21-49 | 235,800 | 4.22 | 5 |
| 25-49 | 192,000 | 4.19 | 5 |
| 25-54 | 207,500 | 4.16 | 5 |
| TEENS TOTAL | 101,900 | 4.25 | 3 |
| CHILD TOTAL | 197,300 | 4.27 | 3 |
| 6-11 | 114,200 | 4.29 | 3 |

# ADI MARKETS POPULATION SUMMARY

## CHICO-REDDING

TV HOUSEHOLDS 161,600 .18 130

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 408,300 | .17 | 134 |
| 18+ | 310,700 | .17 | 133 |
| 18-49 | 188,500 | .16 | 136 |
| 12-24 | 76,000 | .17 | 137 |
| 12-34 | 134,900 | .15 | 140 |
| 18-34 | 101,100 | .15 | 139 |
| WOMEN TOTAL | 160,900 | .17 | 135 |
| 18-49 | 94,200 | .16 | 136 |
| 12-24 | 36,800 | .16 | 140 |
| 18-34 | 50,100 | .15 | 141 |
| 25-49 | 73,700 | .15 | 136 |
| 25-54 | 83,600 | .15 | 138 |
| MEN TOTAL | 149,800 | .17 | 132 |
| 18-49 | 94,300 | .16 | 136 |
| 18-34 | 51,000 | .15 | 139 |
| 21-49 | 85,800 | .16 | 135 |
| 25-49 | 72,600 | .15 | 138 |
| 25-54 | 82,100 | .15 | 137 |
| TEENS TOTAL | 33,800 | .17 | 147 |
| CHILD TOTAL | 63,800 | .18 | 136 |
| 6-11 | 38,200 | .18 | 138 |

TV HOUSEHOLDS 1,300 .01 166

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 4,000 | .01 | 168 |
| 18+ | 2,600 | .01 | 170 |
| 18-49 | 2,000 | .01 | 169 |
| 12-24 | 1,000 | .02 | 169 |
| 12-34 | 1,600 | .01 | 170 |
| 18-34 | 1,200 | .01 | 170 |
| WOMEN TOTAL | 1,000 | .01 | 168 |
| 18-49 | 700 | .01 | 171 |
| 12-24 | 400 | .01 | 167 |
| 18-34 | 400 | .01 | 172 |
| 25-49 | 500 | .01 | 167 |
| 25-54 | 500 | .01 | 168 |
| MEN TOTAL | 1,600 | .02 | 168 |
| 18-49 | 1,300 | .02 | 167 |
| 18-34 | 800 | .02 | 170 |
| 21-49 | 1,100 | .02 | 166 |
| 25-49 | 900 | .02 | 165 |
| 25-54 | 900 | .02 | 167 |
| TEENS TOTAL | 400 | .01 | 163 |
| CHILD TOTAL | 1,000 | .02 | 159 |
| 6-11 | 400 | .01 | 166 |

TV HOUSEHOLDS 8,300 .13 70

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 30,600 | .14 | 66 |
| 18+ | 19,400 | .13 | 69 |
| 18-49 | 15,600 | .13 | 68 |
| 12-24 | 8,000 | .15 | 65 |
| 12-34 | 13,800 | .14 | 67 |
| 18-34 | 10,100 | .13 | 69 |
| WOMEN TOTAL | 8,800 | .12 | 69 |
| 18-49 | 6,800 | .12 | 71 |
| 12-24 | 3,600 | .14 | 65 |
| 18-34 | 4,300 | .12 | 70 |
| 25-49 | 5,000 | .12 | 70 |
| 25-54 | 5,500 | .12 | 70 |
| MEN TOTAL | 10,600 | .14 | 66 |
| 18-49 | 8,800 | .14 | 64 |
| 18-34 | 5,800 | .14 | 65 |
| 21-49 | 7,700 | .14 | 66 |
| 25-49 | 6,300 | .14 | 66 |
| 25-54 | 6,600 | .13 | 68 |
| TEENS TOTAL | 3,700 | .15 | 62 |
| CHILD TOTAL | 7,500 | .16 | 63 |
| 6-11 | 4,400 | .17 | 62 |

## CINCINNATI

TV HOUSEHOLDS 759,000 .83 30

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,970,300 | .82 | 29 |
| 18+ | 1,485,200 | .80 | 29 |
| 18-49 | 970,500 | .80 | 31 |
| 12-24 | 378,300 | .82 | 29 |
| 12-34 | 716,800 | .82 | 29 |
| 18-34 | 544,900 | .81 | 29 |
| WOMEN TOTAL | 787,300 | .82 | 29 |
| 18-49 | 494,000 | .82 | 30 |
| 12-24 | 188,400 | .84 | 29 |
| 18-34 | 277,000 | .83 | 28 |
| 25-49 | 389,600 | .81 | 31 |
| 25-54 | 441,000 | .82 | 29 |
| MEN TOTAL | 697,900 | .79 | 31 |
| 18-49 | 476,500 | .79 | 32 |
| 18-34 | 267,900 | .79 | 32 |
| 21-49 | 434,400 | .79 | 32 |
| 25-49 | 374,500 | .79 | 32 |
| 25-54 | 422,000 | .80 | 32 |
| TEENS TOTAL | 171,900 | .85 | 28 |
| CHILD TOTAL | 313,200 | .87 | 28 |
| 6-11 | 187,500 | .87 | 27 |

TV HOUSEHOLDS 77,500 .78 33

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 197,800 | .69 | 41 |
| 18+ | 138,700 | .69 | 39 |
| 18-49 | 94,600 | .65 | 43 |
| 12-24 | 42,700 | .66 | 44 |
| 12-34 | 76,900 | .65 | 43 |
| 18-34 | 56,900 | .65 | 44 |
| WOMEN TOTAL | 77,800 | .71 | 35 |
| 18-49 | 51,800 | .68 | 40 |
| 12-24 | 21,800 | .66 | 44 |
| 18-34 | 31,300 | .69 | 40 |
| 25-49 | 39,700 | .68 | 40 |
| 25-54 | 44,300 | .68 | 39 |
| MEN TOTAL | 60,900 | .66 | 41 |
| 18-49 | 42,800 | .62 | 47 |
| 18-34 | 25,600 | .60 | 48 |
| 21-49 | 38,000 | .62 | 47 |
| 25-49 | 32,200 | .63 | 46 |
| 25-54 | 36,200 | .64 | 44 |
| TEENS TOTAL | 20,000 | .67 | 44 |
| CHILD TOTAL | 39,100 | .73 | 40 |
| 6-11 | 22,700 | .73 | 40 |

TV HOUSEHOLDS 2,800 .04 106

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 9,400 | .04 | 108 |
| 18+ | 6,700 | .04 | 107 |
| 18-49 | 4,900 | .04 | 114 |
| 12-24 | 2,100 | .04 | 118 |
| 12-34 | 4,100 | .04 | 115 |
| 18-34 | 3,300 | .04 | 113 |
| WOMEN TOTAL | 3,100 | .04 | 104 |
| 18-49 | 2,500 | .04 | 104 |
| 12-24 | 900 | .03 | 113 |
| 18-34 | 1,600 | .04 | 108 |
| 25-49 | 2,100 | .05 | 95 |
| 25-54 | 2,300 | .05 | 97 |
| MEN TOTAL | 3,600 | .05 | 110 |
| 18-49 | 2,400 | .04 | 121 |
| 18-34 | 1,700 | .04 | 118 |
| 21-49 | 2,000 | .04 | 123 |
| 25-49 | 1,500 | .03 | 122 |
| 25-54 | 1,700 | .03 | 119 |
| TEENS TOTAL | 800 | .03 | 112 |
| CHILD TOTAL | 1,900 | .04 | 109 |
| 6-11 | 1,000 | .04 | 108 |

## CLARKSBURG-WESTON

TV HOUSEHOLDS 104,900 .11 159

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 269,800 | .11 | 161 |
| 18+ | 208,500 | .11 | 161 |
| 18-49 | 121,500 | .10 | 163 |
| 12-24 | 50,500 | .11 | 164 |
| 12-34 | 88,100 | .10 | 165 |
| 18-34 | 63,800 | .09 | 168 |
| WOMEN TOTAL | 110,700 | .12 | 158 |
| 18-49 | 60,900 | .10 | 162 |
| 12-24 | 24,800 | .11 | 164 |
| 18-34 | 31,900 | .10 | 166 |
| 25-49 | 48,000 | .10 | 158 |
| 25-54 | 55,000 | .10 | 158 |
| MEN TOTAL | 97,800 | .11 | 161 |
| 18-49 | 60,600 | .10 | 165 |
| 18-34 | 31,900 | .09 | 168 |
| 21-49 | 54,400 | .10 | 164 |
| 25-49 | 47,300 | .10 | 162 |
| 25-54 | 54,100 | .10 | 161 |
| TEENS TOTAL | 24,300 | .12 | 160 |
| CHILD TOTAL | 37,000 | .10 | 168 |
| 6-11 | 23,300 | .11 | 166 |

TV HOUSEHOLDS 1,100 .01 169

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 3,100 | .01 | 172 |
| 18+ | 2,300 | .01 | 171 |
| 18-49 | 1,500 | .01 | 174 |
| 12-24 | 800 | .01 | 172 |
| 12-34 | 1,300 | .01 | 173 |
| 18-34 | 1,000 | .01 | 176 |
| WOMEN TOTAL | 1,000 | .01 | 168 |
| 18-49 | 600 | .01 | 173 |
| 12-24 | 300 | .01 | 173 |
| 18-34 | 300 | .01 | 175 |
| 25-49 | 500 | .01 | 167 |
| 25-54 | 500 | .01 | 168 |
| MEN TOTAL | 1,300 | .01 | 171 |
| 18-49 | 900 | .01 | 177 |
| 18-34 | 700 | .02 | 173 |
| 21-49 | 700 | .01 | 177 |
| 25-49 | 500 | .01 | 180 |
| 25-54 | 500 | .01 | 180 |
| TEENS TOTAL | 300 | .01 | 168 |
| CHILD TOTAL | 500 | .01 | 172 |
| 6-11 | 200 | .01 | 178 |

TV HOUSEHOLDS 400 .01 177

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,400 | .01 | 189 |
| 18+ | 1,000 | .01 | 186 |
| 18-49 | 600 | .01 | 192 |
| 12-24 | 200 | - | 193 |
| 12-34 | 300 | - | 200 |
| 18-34 | 300 | - | 197 |
| WOMEN TOTAL | 400 | .01 | 185 |
| 18-49 | 200 | - | 195 |
| 12-24 | | | 206 |
| 18-34 | 100 | - | 197 |
| 25-49 | 200 | - | 185 |
| 25-54 | 300 | .01 | 176 |
| MEN TOTAL | 600 | .01 | 184 |
| 18-49 | 400 | .01 | 185 |
| 18-34 | 200 | - | 188 |
| 21-49 | 400 | .01 | 179 |
| 25-49 | 200 | - | 189 |
| 25-54 | 200 | - | 193 |
| TEENS TOTAL | | | 195 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 200 | .01 | 173 |

## ADI MARKETS POPULATION SUMMARY

### CLEVELAND (AKRON, CANTON & SANDUSKY)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,421,600 | 1.55 | 12 |
| PERSONS 2+ | 3,627,100 | 1.51 | 12 |
| 18+ | 2,785,600 | 1.51 | 12 |
| 18-49 | 1,738,600 | 1.44 | 14 |
| 12-24 | 659,000 | 1.44 | 12 |
| 12-34 | 1,248,500 | 1.42 | 13 |
| 18-34 | 940,800 | 1.39 | 14 |
| WOMEN TOTAL | 1,483,900 | 1.54 | 11 |
| 18-49 | 891,400 | 1.48 | 13 |
| 12-24 | 328,000 | 1.46 | 12 |
| 18-34 | 480,100 | 1.44 | 13 |
| 25-49 | 713,700 | 1.49 | 14 |
| 25-54 | 812,300 | 1.51 | 13 |
| MEN TOTAL | 1,301,700 | 1.47 | 12 |
| 18-49 | 847,400 | 1.40 | 14 |
| 18-34 | 460,700 | 1.35 | 14 |
| 21-49 | 774,400 | 1.41 | 14 |
| 25-49 | 673,800 | 1.43 | 14 |
| 25-54 | 763,600 | 1.44 | 14 |
| TEENS TOTAL | 307,700 | 1.53 | 12 |
| CHILD TOTAL | 533,800 | 1.48 | 13 |
| 6-11 | 319,900 | 1.49 | 13 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 177,500 | 1.79 | 15 |
| PERSONS 2+ | 466,200 | 1.64 | 17 |
| 18+ | 333,000 | 1.65 | 16 |
| 18-49 | 222,000 | 1.53 | 17 |
| 12-24 | 98,700 | 1.49 | 17 |
| 12-34 | 175,800 | 1.49 | 17 |
| 18-34 | 127,500 | 1.45 | 17 |
| WOMEN TOTAL | 187,400 | 1.72 | 14 |
| 18-49 | 123,600 | 1.62 | 17 |
| 12-24 | 50,200 | 1.52 | 16 |
| 18-34 | 70,000 | 1.54 | 17 |
| 25-49 | 97,000 | 1.66 | 16 |
| 25-54 | 109,300 | 1.69 | 16 |
| MEN TOTAL | 145,600 | 1.58 | 16 |
| 18-49 | 98,400 | 1.43 | 17 |
| 18-34 | 57,500 | 1.35 | 17 |
| 21-49 | 87,200 | 1.42 | 17 |
| 25-49 | 74,600 | 1.46 | 17 |
| 25-54 | 84,500 | 1.49 | 17 |
| TEENS TOTAL | 48,300 | 1.61 | 15 |
| CHILD TOTAL | 84,900 | 1.59 | 16 |
| 6-11 | 50,200 | 1.61 | 16 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 19,000 | .31 | 46 |
| PERSONS 2+ | 60,700 | .27 | 47 |
| 18+ | 39,800 | .26 | 48 |
| 18-49 | 30,000 | .25 | 47 |
| 12-24 | 14,500 | .26 | 47 |
| 12-34 | 25,600 | .25 | 47 |
| 18-34 | 18,700 | .24 | 47 |
| WOMEN TOTAL | 20,400 | .27 | 47 |
| 18-49 | 15,500 | .27 | 47 |
| 12-24 | 7,400 | .29 | 48 |
| 18-34 | 9,700 | .27 | 47 |
| 25-49 | 11,500 | .27 | 47 |
| 25-54 | 12,800 | .27 | 47 |
| MEN TOTAL | 19,400 | .25 | 48 |
| 18-49 | 14,500 | .23 | 48 |
| 18-34 | 9,000 | .22 | 52 |
| 21-49 | 12,800 | .23 | 51 |
| 25-49 | 10,900 | .24 | 49 |
| 25-54 | 12,100 | .24 | 48 |
| TEENS TOTAL | 6,900 | .29 | 45 |
| CHILD TOTAL | 14,000 | .30 | 46 |
| 6-11 | 8,300 | .31 | 45 |

### COLORADO SPRINGS-PUEBLO

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 238,100 | .26 | 99 |
| PERSONS 2+ | 618,000 | .26 | 102 |
| 18+ | 464,800 | .25 | 101 |
| 18-49 | 315,000 | .26 | 101 |
| 12-24 | 120,800 | .26 | 105 |
| 12-34 | 230,500 | .26 | 102 |
| 18-34 | 176,800 | .26 | 103 |
| WOMEN TOTAL | 235,300 | .24 | 105 |
| 18-49 | 152,500 | .25 | 102 |
| 12-24 | 55,900 | .25 | 109 |
| 18-34 | 83,700 | .25 | 104 |
| 25-49 | 122,800 | .26 | 98 |
| 25-54 | 138,200 | .26 | 98 |
| MEN TOTAL | 229,500 | .26 | 102 |
| 18-49 | 162,500 | .27 | 100 |
| 18-34 | 93,100 | .27 | 100 |
| 21-49 | 147,100 | .27 | 98 |
| 25-49 | 125,100 | .26 | 95 |
| 25-54 | 139,000 | .26 | 96 |
| TEENS TOTAL | 53,700 | .27 | 100 |
| CHILD TOTAL | 99,500 | .28 | 98 |
| 6-11 | 59,100 | .28 | 98 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 10,700 | .11 | 110 |
| PERSONS 2+ | 31,100 | .11 | 111 |
| 18+ | 22,000 | .11 | 110 |
| 18-49 | 18,300 | .13 | 107 |
| 12-24 | 8,300 | .13 | 109 |
| 12-34 | 15,500 | .13 | 108 |
| 18-34 | 12,700 | .14 | 104 |
| WOMEN TOTAL | 9,300 | .09 | 115 |
| 18-49 | 7,500 | .10 | 112 |
| 12-24 | 3,400 | .10 | 113 |
| 18-34 | 5,100 | .11 | 109 |
| 25-49 | 5,500 | .09 | 113 |
| 25-54 | 6,100 | .09 | 113 |
| MEN TOTAL | 12,700 | .14 | 106 |
| 18-49 | 10,800 | .16 | 101 |
| 18-34 | 7,600 | .18 | 97 |
| 21-49 | 9,600 | .16 | 101 |
| 25-49 | 7,300 | .14 | 103 |
| 25-54 | 7,900 | .14 | 103 |
| TEENS TOTAL | 2,800 | .09 | 117 |
| CHILD TOTAL | 6,300 | .12 | 111 |
| 6-11 | 3,600 | .12 | 112 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 32,700 | .53 | 30 |
| PERSONS 2+ | 101,100 | .45 | 34 |
| 18+ | 68,900 | .45 | 33 |
| 18-49 | 49,300 | .41 | 35 |
| 12-24 | 22,600 | .41 | 37 |
| 12-34 | 40,700 | .40 | 38 |
| 18-34 | 29,400 | .38 | 41 |
| WOMEN TOTAL | 34,700 | .46 | 32 |
| 18-49 | 24,400 | .43 | 34 |
| 12-24 | 11,300 | .44 | 35 |
| 18-34 | 14,500 | .41 | 35 |
| 25-49 | 18,800 | .44 | 33 |
| 25-54 | 20,800 | .44 | 33 |
| MEN TOTAL | 34,200 | .44 | 33 |
| 18-49 | 24,900 | .40 | 40 |
| 18-34 | 14,900 | .36 | 42 |
| 21-49 | 22,400 | .40 | 39 |
| 25-49 | 19,200 | .42 | 37 |
| 25-54 | 21,200 | .43 | 36 |
| TEENS TOTAL | 11,300 | .47 | 34 |
| CHILD TOTAL | 20,900 | .45 | 39 |
| 6-11 | 12,600 | .47 | 37 |

### COLUMBIA, SC

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 289,100 | .31 | 87 |
| PERSONS 2+ | 797,200 | .33 | 78 |
| 18+ | 603,700 | .33 | 81 |
| 18-49 | 416,600 | .34 | 75 |
| 12-24 | 169,500 | .37 | 78 |
| 12-34 | 311,000 | .36 | 75 |
| 18-34 | 238,000 | .36 | 75 |
| WOMEN TOTAL | 317,100 | .33 | 79 |
| 18-49 | 210,600 | .35 | 75 |
| 12-24 | 83,800 | .37 | 77 |
| 18-34 | 120,300 | .36 | 73 |
| 25-49 | 162,000 | .34 | 75 |
| 25-54 | 181,700 | .34 | 75 |
| MEN TOTAL | 286,600 | .32 | 82 |
| 18-49 | 206,000 | .34 | 77 |
| 18-34 | 117,700 | .36 | 76 |
| 21-49 | 185,300 | .34 | 76 |
| 25-49 | 158,100 | .33 | 76 |
| 25-54 | 175,900 | .33 | 77 |
| TEENS TOTAL | 73,000 | .36 | 77 |
| CHILD TOTAL | 120,500 | .33 | 82 |
| 6-11 | 72,600 | .34 | 82 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 94,200 | .95 | 23 |
| PERSONS 2+ | 298,900 | 1.05 | 23 |
| 18+ | 210,700 | 1.05 | 23 |
| 18-49 | 154,800 | 1.06 | 22 |
| 12-24 | 74,400 | 1.13 | 21 |
| 12-34 | 128,100 | 1.09 | 22 |
| 18-34 | 94,800 | 1.08 | 22 |
| WOMEN TOTAL | 114,900 | 1.05 | 23 |
| 18-49 | 82,100 | 1.07 | 22 |
| 12-24 | 38,000 | 1.15 | 21 |
| 18-34 | 50,400 | 1.11 | 22 |
| 25-49 | 60,200 | 1.03 | 23 |
| 25-54 | 66,300 | 1.02 | 23 |
| MEN TOTAL | 95,800 | 1.04 | 22 |
| 18-49 | 72,700 | 1.05 | 21 |
| 18-34 | 44,400 | 1.04 | 21 |
| 21-49 | 64,100 | 1.05 | 21 |
| 25-49 | 53,500 | 1.05 | 21 |
| 25-54 | 58,600 | 1.04 | 21 |
| TEENS TOTAL | 33,300 | 1.11 | 22 |
| CHILD TOTAL | 54,900 | 1.03 | 24 |
| 6-11 | 33,100 | 1.06 | 24 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,200 | .04 | 117 |
| PERSONS 2+ | 7,700 | .03 | 118 |
| 18+ | 5,800 | .04 | 118 |
| 18-49 | 4,700 | .04 | 116 |
| 12-24 | 1,700 | .03 | 127 |
| 12-34 | 3,800 | .04 | 119 |
| 18-34 | 3,300 | .04 | 113 |
| WOMEN TOTAL | 2,700 | .04 | 114 |
| 18-49 | 2,200 | .04 | 113 |
| 12-24 | 800 | .03 | 121 |
| 18-34 | 1,600 | .04 | 108 |
| 25-49 | 1,600 | .04 | 108 |
| 25-54 | 1,800 | .04 | 110 |
| MEN TOTAL | 3,100 | .04 | 119 |
| 18-49 | 2,500 | .04 | 117 |
| 18-34 | 1,700 | .04 | 118 |
| 21-49 | 2,200 | .04 | 117 |
| 25-49 | 1,900 | .04 | 109 |
| 25-54 | 2,000 | .04 | 110 |
| TEENS TOTAL | 600 | .02 | 136 |
| CHILD TOTAL | 1,400 | .03 | 123 |
| 6-11 | 900 | .03 | 113 |

## ADI MARKETS POPULATION SUMMARY

### COLUMBIA-JEFFERSON CITY

| | ALL POP IN TVHH & GROUP QUARTERS | ALL PCT OF US | ALL ADI RANK | BLACK POP IN TVHH & GROUP QUARTERS | BLACK PCT OF US | BLACK ADI RANK | HISPANIC POP IN TVHH & GROUP QUARTERS | HISPANIC PCT OF US | HISPANIC ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 132,600 | .14 | 152 | 6,300 | .06 | 128 | 600 | .01 | 166 |
| PERSONS 2+ | 349,800 | .15 | 148 | 20,000 | .07 | 126 | 2,500 | .01 | 164 |
| 18+ | 270,200 | .15 | 145 | 15,100 | .07 | 124 | 1,600 | .01 | 163 |
| 18-49 | 177,500 | .15 | 144 | 11,800 | .08 | 123 | 1,700 | .01 | 155 |
| 12-24 | 74,700 | .16 | 143 | 5,000 | .08 | 126 | 900 | .02 | 154 |
| 12-34 | 133,000 | .15 | 144 | 9,800 | .08 | 124 | 1,300 | .01 | 162 |
| 18-34 | 105,400 | .16 | 136 | 8,300 | .09 | 119 | 1,100 | .01 | 157 |
| WOMEN TOTAL | 138,600 | .14 | 148 | 6,400 | .06 | 127 | 800 | .01 | 159 |
| 18-49 | 86,800 | .14 | 145 | 4,500 | .06 | 126 | 700 | .01 | 158 |
| 12-24 | 36,400 | .16 | 141 | 2,100 | .06 | 127 | 400 | .02 | 151 |
| 18-34 | 51,200 | .15 | 136 | 3,000 | .07 | 125 | 500 | .01 | 155 |
| 25-49 | 63,800 | .13 | 149 | 3,200 | .05 | 127 | 400 | .01 | 166 |
| 25-54 | 71,900 | .13 | 149 | 3,600 | .06 | 127 | 500 | .01 | 160 |
| MEN TOTAL | 131,600 | .15 | 144 | 8,700 | .09 | 121 | 1,000 | .01 | 165 |
| 18-49 | 90,700 | .15 | 142 | 7,300 | .11 | 117 | 1,000 | .02 | 155 |
| 18-34 | 54,200 | .16 | 133 | 5,300 | .12 | 113 | 600 | .01 | 159 |
| 21-49 | 80,200 | .15 | 142 | 6,300 | .10 | 118 | 900 | .02 | 153 |
| 25-49 | 66,600 | .14 | 145 | 5,100 | .10 | 119 | 600 | .01 | 159 |
| 25-54 | 74,600 | .14 | 145 | 5,400 | .10 | 120 | 600 | .01 | 163 |
| TEENS TOTAL | 27,600 | .14 | 156 | 1,500 | .05 | 134 | 200 | .01 | 167 |
| CHILD TOTAL | 52,000 | .14 | 150 | 3,400 | .06 | 128 | 500 | .01 | 170 |
| 6-11 | 31,100 | .15 | 151 | 2,100 | .07 | 127 | 200 | .01 | 173 |

### COLUMBUS, GA (OPELIKA)

| | ALL POP IN TVHH & GROUP QUARTERS | ALL PCT OF US | ALL ADI RANK | BLACK POP IN TVHH & GROUP QUARTERS | BLACK PCT OF US | BLACK ADI RANK | HISPANIC POP IN TVHH & GROUP QUARTERS | HISPANIC PCT OF US | HISPANIC ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 179,700 | .20 | 121 | 61,100 | .62 | 46 | 2,300 | .04 | 115 |
| PERSONS 2+ | 465,000 | .20 | 118 | 179,800 | .63 | 44 | 8,500 | .04 | 115 |
| 18+ | 367,200 | .20 | 119 | 124,000 | .62 | 46 | 6,000 | .04 | 114 |
| 18-49 | 247,100 | .20 | 115 | 86,600 | .60 | 48 | 5,100 | .04 | 111 |
| 12-24 | 113,900 | .25 | 110 | 42,600 | .64 | 45 | 2,600 | .05 | 109 |
| 12-34 | 193,800 | .22 | 113 | 72,900 | .62 | 47 | 4,500 | .04 | 109 |
| 18-34 | 150,400 | .22 | 111 | 52,200 | .59 | 48 | 3,700 | .05 | 108 |
| WOMEN TOTAL | 191,400 | .20 | 117 | 68,700 | .63 | 45 | 2,400 | .03 | 117 |
| 18-49 | 121,100 | .20 | 117 | 45,800 | .60 | 45 | 2,100 | .04 | 116 |
| 12-24 | 52,700 | .23 | 113 | 21,000 | .64 | 46 | 900 | .03 | 113 |
| 18-34 | 71,300 | .21 | 113 | 27,100 | .60 | 46 | 1,500 | .04 | 114 |
| 25-49 | 89,600 | .19 | 121 | 34,900 | .60 | 45 | 1,500 | .04 | 114 |
| 25-54 | 101,100 | .19 | 121 | 38,700 | .60 | 46 | 1,500 | .03 | 115 |
| MEN TOTAL | 175,800 | .20 | 118 | 55,300 | .60 | 49 | 3,600 | .05 | 110 |
| 18-49 | 126,000 | .21 | 115 | 40,800 | .59 | 48 | 3,000 | .05 | 107 |
| 18-34 | 79,100 | .23 | 108 | 25,100 | .59 | 49 | 2,200 | .05 | 104 |
| 21-49 | 109,100 | .20 | 116 | 36,200 | .59 | 48 | 2,500 | .04 | 107 |
| 25-49 | 87,000 | .18 | 123 | 29,800 | .58 | 50 | 1,800 | .04 | 113 |
| 25-54 | 97,200 | .18 | 123 | 32,700 | .58 | 49 | 1,900 | .04 | 114 |
| TEENS TOTAL | 43,400 | .22 | 120 | 20,700 | .69 | 42 | 800 | .03 | 112 |
| CHILD TOTAL | 74,400 | .21 | 122 | 35,100 | .66 | 43 | 1,700 | .04 | 114 |
| 6-11 | 44,800 | .21 | 123 | 20,900 | .67 | 43 | 1,000 | .04 | 108 |

### COLUMBUS, OH (CHILLICOTHE)

| | ALL POP IN TVHH & GROUP QUARTERS | ALL PCT OF US | ALL ADI RANK | BLACK POP IN TVHH & GROUP QUARTERS | BLACK PCT OF US | BLACK ADI RANK | HISPANIC POP IN TVHH & GROUP QUARTERS | HISPANIC PCT OF US | HISPANIC ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 691,300 | .75 | 34 | 61,600 | .62 | 45 | 4,000 | .06 | 91 |
| PERSONS 2+ | 1,762,600 | .74 | 35 | 170,500 | .60 | 48 | 13,100 | .06 | 94 |
| 18+ | 1,366,500 | .74 | 34 | 123,500 | .61 | 47 | 9,600 | .06 | 92 |
| 18-49 | 931,600 | .77 | 34 | 91,300 | .63 | 44 | 7,800 | .07 | 90 |
| 12-24 | 358,300 | .78 | 34 | 39,600 | .60 | 50 | 3,200 | .06 | 97 |
| 12-34 | 682,700 | .78 | 34 | 73,400 | .62 | 46 | 6,700 | .07 | 89 |
| 18-34 | 533,600 | .79 | 34 | 56,400 | .64 | 46 | 5,600 | .07 | 88 |
| WOMEN TOTAL | 709,700 | .74 | 34 | 63,300 | .55 | 48 | 4,400 | .06 | 91 |
| 18-49 | 465,500 | .77 | 34 | 45,100 | .59 | 47 | 3,700 | .07 | 88 |
| 12-24 | 174,900 | .78 | 34 | 19,000 | .58 | 50 | 1,500 | .06 | 94 |
| 18-34 | 263,600 | .79 | 33 | 27,400 | .60 | 45 | 2,500 | .07 | 87 |
| 25-49 | 362,800 | .76 | 34 | 34,300 | .59 | 47 | 2,800 | .07 | 87 |
| 25-54 | 408,800 | .76 | 34 | 38,300 | .59 | 47 | 3,000 | .06 | 88 |
| MEN TOTAL | 656,900 | .74 | 34 | 60,200 | .65 | 43 | 5,200 | .07 | 94 |
| 18-49 | 466,100 | .77 | 34 | 46,200 | .67 | 41 | 4,100 | .07 | 93 |
| 18-34 | 270,000 | .79 | 31 | 29,000 | .68 | 43 | 3,100 | .08 | 89 |
| 21-49 | 423,000 | .77 | 34 | 41,200 | .67 | 39 | 3,700 | .07 | 92 |
| 25-49 | 359,600 | .76 | 34 | 34,400 | .67 | 36 | 2,900 | .06 | 93 |
| 25-54 | 402,900 | .76 | 34 | 37,500 | .66 | 39 | 3,100 | .06 | 93 |
| TEENS TOTAL | 149,100 | .74 | 38 | 17,000 | .57 | 53 | 1,100 | .06 | 100 |
| CHILD TOTAL | 266,800 | .74 | 38 | 30,000 | .56 | 53 | 2,400 | .05 | 98 |
| 6-11 | 156,400 | .74 | 37 | 17,600 | .56 | 53 | 1,400 | .05 | 96 |

# ADI MARKETS POPULATION SUMMARY

## COLUMBUS-TUPELO (WEST POINT)

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 170,100 | .19 | 124 | 44,800 | .45 | 59 | 400 | .01 | 177 |
| PERSONS 2+ | 456,200 | .19 | 127 | 136,200 | .48 | 56 | 2,200 | .01 | 172 |
| 18+ | 339,200 | .18 | 125 | 89,800 | .45 | 59 | 1,200 | .01 | 178 |
| 18-49 | 212,900 | .18 | 125 | 61,600 | .42 | 60 | 1,100 | .01 | 175 |
| 12-24 | 98,100 | .21 | 119 | 34,700 | .53 | 54 | 600 | .01 | 168 |
| 12-34 | 166,800 | .19 | 123 | 56,000 | .47 | 57 | 800 | .01 | 178 |
| 18-34 | 122,500 | .18 | 125 | 38,700 | .44 | 59 | 500 | .01 | 186 |
| WOMEN TOTAL | 181,800 | .19 | 123 | 50,700 | .47 | 56 | 500 | .01 | 176 |
| 18-49 | 108,600 | .18 | 125 | 33,700 | .44 | 58 | 500 | .01 | 171 |
| 12-24 | 48,900 | .22 | 119 | 17,800 | .54 | 51 | 300 | .01 | 164 |
| 18-34 | 62,200 | .19 | 123 | 21,400 | .47 | 55 | 300 | .01 | 171 |
| 25-49 | 81,600 | .17 | 125 | 24,500 | .42 | 60 | 300 | .01 | 175 |
| 25-54 | 93,900 | .17 | 125 | 27,500 | .42 | 60 | 300 | .01 | 176 |
| MEN TOTAL | 157,400 | .18 | 127 | 39,100 | .42 | 60 | 700 | .01 | 179 |
| 18-49 | 104,300 | .17 | 127 | 27,900 | .40 | 63 | 600 | .01 | 173 |
| 18-34 | 60,300 | .18 | 126 | 17,300 | .41 | 61 | 200 | - | 188 |
| 21-49 | 92,400 | .17 | 127 | 24,200 | .40 | 64 | 500 | .01 | 175 |
| 25-49 | 77,500 | .16 | 128 | 19,700 | .39 | 65 | 500 | .01 | 164 |
| 25-54 | 88,600 | .17 | 128 | 22,000 | .39 | 62 | 500 | .01 | 166 |
| TEENS TOTAL | 44,300 | .22 | 118 | 17,300 | .58 | 51 | 300 | .01 | 153 |
| CHILD TOTAL | 72,700 | .20 | 124 | 29,100 | .55 | 55 | 700 | .02 | 156 |
| 6-11 | 44,900 | .21 | 122 | 17,700 | .57 | 51 | 500 | .02 | 141 |

## CORPUS CHRISTI

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 169,400 | .18 | 125 | 5,600 | .06 | 130 | 79,200 | 1.27 | 18 |
| PERSONS 2+ | 484,400 | .20 | 119 | 14,900 | .05 | 133 | 264,500 | 1.19 | 18 |
| 18+ | 346,300 | .19 | 124 | 10,500 | .05 | 133 | 177,700 | 1.17 | 19 |
| 18-49 | 227,600 | .19 | 121 | 7,100 | .05 | 136 | 125,300 | 1.05 | 20 |
| 12-24 | 98,500 | .21 | 118 | 3,200 | .05 | 138 | 61,600 | 1.12 | 19 |
| 12-34 | 177,400 | .20 | 118 | 5,800 | .05 | 140 | 105,500 | 1.05 | 20 |
| 18-34 | 127,500 | .19 | 121 | 4,200 | .05 | 143 | 73,900 | .96 | 20 |
| WOMEN TOTAL | 179,700 | .19 | 126 | 5,500 | .05 | 131 | 93,000 | 1.24 | 18 |
| 18-49 | 114,000 | .19 | 121 | 3,500 | .05 | 134 | 63,500 | 1.12 | 20 |
| 12-24 | 48,500 | .22 | 120 | 1,500 | .05 | 135 | 31,100 | 1.20 | 18 |
| 18-34 | 63,500 | .19 | 119 | 2,000 | .04 | 138 | 37,300 | 1.05 | 20 |
| 25-49 | 90,000 | .19 | 120 | 2,800 | .05 | 133 | 46,100 | 1.13 | 20 |
| 25-54 | 101,800 | .19 | 120 | 3,100 | .05 | 133 | 54,000 | 1.15 | 19 |
| MEN TOTAL | 166,600 | .19 | 124 | 5,000 | .05 | 140 | 84,700 | 1.09 | 19 |
| 18-49 | 113,600 | .19 | 122 | 3,600 | .05 | 144 | 61,800 | .99 | 20 |
| 18-34 | 64,000 | .19 | 121 | 2,200 | .05 | 145 | 36,600 | .89 | 22 |
| 21-49 | 103,000 | .19 | 122 | 3,300 | .05 | 140 | 55,100 | .99 | 20 |
| 25-49 | 89,000 | .19 | 121 | 2,700 | .05 | 139 | 47,200 | 1.03 | 20 |
| 25-54 | 100,000 | .19 | 121 | 2,900 | .05 | 141 | 52,200 | 1.05 | 20 |
| TEENS TOTAL | 49,900 | .25 | 108 | 1,600 | .05 | 133 | 31,600 | 1.32 | 18 |
| CHILD TOTAL | 88,200 | .24 | 112 | 2,800 | .05 | 134 | 55,200 | 1.19 | 18 |
| 6-11 | 54,100 | .25 | 109 | 1,700 | .05 | 133 | 33,900 | 1.27 | 18 |

## DALLAS-FT. WORTH

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 1,763,400 | 1.92 | 8 | 212,600 | 2.15 | 10 | 156,200 | 2.51 | 9 |
| PERSONS 2+ | 4,563,500 | 1.69 | 8 | 597,300 | 2.10 | 10 | 571,500 | 2.57 | 9 |
| 18+ | 3,440,400 | 1.86 | 8 | 418,800 | 2.08 | 10 | 379,000 | 2.49 | 8 |
| 18-49 | 2,451,000 | 2.03 | 8 | 323,600 | 2.22 | 10 | 325,200 | 2.72 | 8 |
| 12-24 | 875,200 | 1.91 | 7 | 138,700 | 2.10 | 10 | 148,800 | 2.71 | 9 |
| 12-34 | 1,791,600 | 2.04 | 7 | 265,100 | 2.25 | 9 | 282,900 | 2.81 | 8 |
| 18-34 | 1,406,800 | 2.08 | 8 | 203,000 | 2.31 | 9 | 222,900 | 2.91 | 8 |
| WOMEN TOTAL | 1,767,300 | 1.84 | 9 | 223,400 | 2.05 | 10 | 170,500 | 2.28 | 10 |
| 18-49 | 1,215,300 | 2.01 | 8 | 168,000 | 2.20 | 10 | 142,100 | 2.50 | 9 |
| 12-24 | 429,800 | 1.92 | 7 | 69,300 | 2.10 | 10 | 67,800 | 2.61 | 9 |
| 18-34 | 690,500 | 2.06 | 8 | 103,800 | 2.28 | 9 | 95,000 | 2.67 | 8 |
| 25-49 | 973,100 | 2.03 | 8 | 129,200 | 2.22 | 10 | 103,600 | 2.43 | 9 |
| 25-54 | 1,081,800 | 2.01 | 8 | 141,300 | 2.18 | 10 | 111,800 | 2.39 | 9 |
| MEN TOTAL | 1,673,100 | 1.89 | 8 | 195,400 | 2.12 | 10 | 208,500 | 2.69 | 8 |
| 18-49 | 1,235,700 | 2.05 | 8 | 155,600 | 2.25 | 9 | 183,100 | 2.93 | 8 |
| 18-34 | 716,300 | 2.10 | 7 | 99,200 | 2.33 | 9 | 127,900 | 3.12 | 7 |
| 21-49 | 1,140,400 | 2.07 | 8 | 140,100 | 2.29 | 9 | 165,300 | 2.96 | 8 |
| 25-49 | 987,500 | 2.09 | 8 | 117,800 | 2.30 | 9 | 132,800 | 2.90 | 8 |
| 25-54 | 1,095,100 | 2.07 | 8 | 127,800 | 2.26 | 10 | 141,300 | 2.84 | 8 |
| TEENS TOTAL | 384,800 | 1.91 | 8 | 62,100 | 2.07 | 10 | 60,000 | 2.50 | 10 |
| CHILD TOTAL | 738,300 | 2.04 | 6 | 116,400 | 2.18 | 11 | 132,500 | 2.86 | 9 |
| 6-11 | 429,200 | 2.00 | 6 | 67,500 | 2.16 | 10 | 74,500 | 2.80 | 9 |

## ADI MARKETS POPULATION SUMMARY

### DAVENPORT-ROCK ISLAND-MOLINE: QUAD CITY (BURLINGTON, IA)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 298,100 | .32 | 83 |
| PERSONS 2+ | 755,000 | .31 | 88 |
| 18+ | 570,600 | .31 | 87 |
| 18-49 | 344,400 | .29 | 93 |
| 12-24 | 134,800 | .29 | 98 |
| 12-34 | 249,200 | .28 | 96 |
| 18-34 | 180,500 | .27 | 102 |
| WOMEN TOTAL | 299,500 | .31 | 87 |
| 18-49 | 172,400 | .29 | 92 |
| 12-24 | 66,400 | .30 | 96 |
| 18-34 | 90,400 | .27 | 98 |
| 25-49 | 139,700 | .29 | 89 |
| 25-54 | 159,700 | .30 | 88 |
| MEN TOTAL | 271,100 | .31 | 87 |
| 18-49 | 172,000 | .28 | 94 |
| 18-34 | 90,100 | .26 | 102 |
| 21-49 | 157,500 | .29 | 92 |
| 25-49 | 138,600 | .29 | 88 |
| 25-54 | 157,900 | .30 | 88 |
| TEENS TOTAL | 88,700 | .34 | 85 |
| CHILD TOTAL | 115,700 | .32 | 85 |
| 6-11 | 71,500 | .33 | 84 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 8,300 | .08 | 119 |
| PERSONS 2+ | 24,700 | .09 | 120 |
| 18+ | 15,900 | .08 | 122 |
| 18-49 | 11,900 | .08 | 122 |
| 12-24 | 6,500 | .10 | 118 |
| 12-34 | 10,800 | .09 | 122 |
| 18-34 | 7,500 | .09 | 123 |
| WOMEN TOTAL | 7,600 | .07 | 123 |
| 18-49 | 5,600 | .07 | 119 |
| 12-24 | 3,100 | .09 | 115 |
| 18-34 | 3,500 | .08 | 123 |
| 25-49 | 4,100 | .07 | 121 |
| 25-54 | 4,400 | .07 | 122 |
| MEN TOTAL | 8,300 | .09 | 124 |
| 18-49 | 6,300 | .09 | 122 |
| 18-34 | 4,000 | .09 | 124 |
| 21-49 | 5,700 | .09 | 121 |
| 25-49 | 4,600 | .09 | 122 |
| 25-54 | 5,300 | .09 | 122 |
| TEENS TOTAL | 3,300 | .11 | 113 |
| CHILD TOTAL | 5,500 | .10 | 115 |
| 6-11 | 3,100 | .10 | 115 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 7,000 | .11 | 75 |
| PERSONS 2+ | 24,100 | .11 | 75 |
| 18+ | 15,000 | .10 | 76 |
| 18-49 | 11,200 | .09 | 77 |
| 12-24 | 5,900 | .11 | 75 |
| 12-34 | 10,400 | .10 | 75 |
| 18-34 | 7,100 | .09 | 78 |
| WOMEN TOTAL | 7,100 | .10 | 75 |
| 18-49 | 5,200 | .09 | 77 |
| 12-24 | 2,900 | .11 | 73 |
| 18-34 | 3,400 | .10 | 76 |
| 25-49 | 3,900 | .09 | 75 |
| 25-54 | 4,400 | .09 | 75 |
| MEN TOTAL | 7,900 | .10 | 75 |
| 18-49 | 6,000 | .10 | 77 |
| 18-34 | 3,700 | .09 | 80 |
| 21-49 | 5,600 | .10 | 75 |
| 25-49 | 4,700 | .10 | 75 |
| 25-54 | 5,200 | .10 | 75 |
| TEENS TOTAL | 3,300 | .14 | 68 |
| CHILD TOTAL | 5,800 | .13 | 71 |
| 6-11 | 3,400 | .13 | 72 |

### DAYTON (RICHMOND, IN)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 498,900 | .54 | 53 |
| PERSONS 2+ | 1,285,200 | .53 | 52 |
| 18+ | 977,600 | .53 | 53 |
| 18-49 | 622,500 | .52 | 51 |
| 12-24 | 243,700 | .53 | 50 |
| 12-34 | 451,100 | .51 | 53 |
| 18-34 | 339,400 | .50 | 52 |
| WOMEN TOTAL | 515,700 | .54 | 52 |
| 18-49 | 315,900 | .52 | 51 |
| 12-24 | 120,500 | .54 | 51 |
| 18-34 | 171,400 | .51 | 52 |
| 25-49 | 249,600 | .52 | 50 |
| 25-54 | 285,200 | .53 | 50 |
| MEN TOTAL | 461,900 | .52 | 53 |
| 18-49 | 306,600 | .51 | 52 |
| 18-34 | 168,000 | .49 | 52 |
| 21-49 | 278,900 | .51 | 52 |
| 25-49 | 240,900 | .51 | 52 |
| 25-54 | 274,300 | .52 | 52 |
| TEENS TOTAL | 111,700 | .55 | 52 |
| CHILD TOTAL | 195,900 | .54 | 49 |
| 6-11 | 117,700 | .55 | 48 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 48,500 | .49 | 55 |
| PERSONS 2+ | 128,800 | .45 | 62 |
| 18+ | 92,300 | .46 | 56 |
| 18-49 | 62,300 | .43 | 59 |
| 12-24 | 29,400 | .45 | 63 |
| 12-34 | 50,200 | .43 | 64 |
| 18-34 | 37,500 | .43 | 60 |
| WOMEN TOTAL | 51,500 | .47 | 54 |
| 18-49 | 34,100 | .46 | 5[illegible] |
| 12-24 | 15,000 | .46 | 62 |
| 18-34 | 20,300 | .45 | 57 |
| 25-49 | 25,300 | .43 | 56 |
| 25-54 | 28,800 | .44 | 56 |
| MEN TOTAL | 40,800 | .44 | 58 |
| 18-49 | 28,200 | .41 | 61 |
| 18-34 | 17,200 | .40 | 62 |
| 21-49 | 24,300 | .40 | 62 |
| 25-49 | 20,300 | .40 | 61 |
| 25-54 | 23,200 | .41 | 57 |
| TEENS TOTAL | 12,700 | .42 | 63 |
| CHILD TOTAL | 23,800 | .45 | 63 |
| 6-11 | 14,100 | .45 | 63 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,900 | .05 | 103 |
| PERSONS 2+ | 9,200 | .04 | 112 |
| 18+ | 6,400 | .04 | 111 |
| 18-49 | 4,900 | .04 | 114 |
| 12-24 | 2,700 | .05 | 103 |
| 12-34 | 4,300 | .04 | 113 |
| 18-34 | 3,000 | .04 | 119 |
| WOMEN TOTAL | 3,200 | .04 | 100 |
| 18-49 | 2,600 | .05 | 102 |
| 12-24 | 1,200 | .05 | 104 |
| 18-34 | 1,600 | .04 | 108 |
| 25-49 | 1,900 | .04 | 103 |
| 25-54 | 2,000 | .04 | 104 |
| MEN TOTAL | 3,200 | .04 | 116 |
| 18-49 | 2,300 | .04 | 123 |
| 18-34 | 1,400 | .03 | 130 |
| 21-49 | 2,000 | .04 | 123 |
| 25-49 | 1,600 | .03 | 119 |
| 25-54 | 1,600 | .03 | 122 |
| TEENS TOTAL | 1,300 | .05 | 95 |
| CHILD TOTAL | 1,500 | .03 | 119 |
| 6-11 | 900 | .03 | 113 |

### DENVER (STEAMBOAT SPRINGS)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,008,200 | 1.10 | 21 |
| PERSONS 2+ | 2,482,700 | 1.03 | 22 |
| 18+ | 1,894,400 | 1.03 | 23 |
| 18-49 | 1,350,200 | 1.12 | 19 |
| 12-24 | 452,900 | .99 | 21 |
| 12-34 | 925,400 | 1.06 | 21 |
| 18-34 | 724,900 | 1.07 | 20 |
| WOMEN TOTAL | 967,800 | 1.01 | 23 |
| 18-49 | 669,800 | 1.11 | 19 |
| 12-24 | 221,700 | .99 | 21 |
| 18-34 | 359,100 | 1.07 | 21 |
| 25-49 | 546,500 | 1.14 | 18 |
| 25-54 | 606,400 | 1.12 | 19 |
| MEN TOTAL | 926,600 | 1.05 | 23 |
| 18-49 | 680,400 | 1.13 | 18 |
| 18-34 | 365,800 | 1.07 | 20 |
| 21-49 | 627,400 | 1.14 | 18 |
| 25-49 | 551,300 | 1.17 | 17 |
| 25-54 | 611,600 | 1.15 | 18 |
| TEENS TOTAL | 200,500 | .99 | 21 |
| CHILD TOTAL | 387,800 | 1.07 | 20 |
| 6-11 | 227,800 | 1.06 | 20 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 38,500 | .39 | 66 |
| PERSONS 2+ | 95,200 | .33 | 69 |
| 18+ | 67,900 | .34 | 68 |
| 18-49 | 52,200 | .36 | 68 |
| 12-24 | 20,300 | .31 | 75 |
| 12-34 | 39,800 | .34 | 70 |
| 18-34 | 30,700 | .35 | 69 |
| WOMEN TOTAL | 34,000 | .31 | 73 |
| 18-49 | 25,400 | .33 | 68 |
| 12-24 | 9,800 | .30 | 77 |
| 18-34 | 15,000 | .33 | 70 |
| 25-49 | 20,000 | .34 | 66 |
| 25-54 | 22,000 | .34 | 66 |
| MEN TOTAL | 33,900 | .37 | 68 |
| 18-49 | 26,800 | .39 | 66 |
| 18-34 | 15,700 | .37 | 68 |
| 21-49 | 24,300 | .40 | 62 |
| 25-49 | 21,000 | .41 | 59 |
| 25-54 | 22,900 | .40 | 60 |
| TEENS TOTAL | 9,100 | .30 | 75 |
| CHILD TOTAL | 18,200 | .34 | 71 |
| 6-11 | 10,400 | .33 | 71 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 91,600 | 1.47 | 16 |
| PERSONS 2+ | 288,100 | 1.29 | 17 |
| 18+ | 193,000 | 1.27 | 17 |
| 18-49 | 152,200 | 1.27 | 18 |
| 12-24 | 67,900 | 1.24 | 17 |
| 12-34 | 125,400 | 1.25 | 17 |
| 18-34 | 93,400 | 1.22 | 18 |
| WOMEN TOTAL | 95,700 | 1.28 | 17 |
| 18-49 | 74,300 | 1.31 | 17 |
| 12-24 | 33,300 | 1.28 | 17 |
| 18-34 | 45,700 | 1.28 | 17 |
| 25-49 | 56,900 | 1.34 | 16 |
| 25-54 | 62,300 | 1.33 | 16 |
| MEN TOTAL | 97,300 | 1.25 | 17 |
| 18-49 | 77,900 | 1.25 | 18 |
| 18-34 | 47,700 | 1.16 | 18 |
| 21-49 | 69,600 | 1.25 | 18 |
| 25-49 | 59,400 | 1.30 | 17 |
| 25-54 | 64,900 | 1.30 | 17 |
| TEENS TOTAL | 32,000 | 1.34 | 17 |
| CHILD TOTAL | 63,100 | 1.36 | 17 |
| 6-11 | 36,800 | 1.38 | 17 |

# ADI MARKETS POPULATION SUMMARY

## DES MOINES

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 368,000 | .40 | 70 |
| PERSONS 2+ | 922,100 | .38 | 72 |
| 18+ | 710,100 | .38 | 71 |
| 18-49 | 436,400 | .36 | 72 |
| 12-24 | 173,500 | .38 | 73 |
| 12-34 | 319,600 | .36 | 73 |
| 18-34 | 243,900 | .36 | 72 |
| WOMEN TOTAL | 374,000 | .39 | 71 |
| 18-49 | 218,400 | .36 | 74 |
| 12-24 | 85,000 | .38 | 73 |
| 18-34 | 121,500 | .36 | 72 |
| 25-49 | 170,600 | .36 | 74 |
| 25-54 | 194,300 | .36 | 74 |
| MEN TOTAL | 336,100 | .38 | 71 |
| 18-49 | 218,000 | .36 | 72 |
| 18-34 | 122,400 | .36 | 73 |
| 21-49 | 196,100 | .36 | 73 |
| 25-49 | 168,000 | .36 | 74 |
| 25-54 | 189,900 | .36 | 74 |
| TEENS TOTAL | 75,700 | .38 | 75 |
| CHILD TOTAL | 136,300 | .38 | 74 |
| 6-11 | 82,600 | .39 | 72 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 6,400 | .06 | 127 |
| PERSONS 2+ | 17,500 | .06 | 128 |
| 18+ | 12,300 | .06 | 128 |
| 18-49 | 8,600 | .06 | 129 |
| 12-24 | 4,200 | .06 | 128 |
| 12-34 | 7,100 | .06 | 129 |
| 18-34 | 5,300 | .06 | 131 |
| WOMEN TOTAL | 6,100 | .06 | 129 |
| 18-49 | 4,200 | .05 | 130 |
| 12-24 | 1,900 | .06 | 130 |
| 18-34 | 2,500 | .05 | 130 |
| 25-49 | 3,200 | .05 | 127 |
| 25-54 | 3,600 | .06 | 127 |
| MEN TOTAL | 6,200 | .07 | 129 |
| 18-49 | 4,400 | .06 | 136 |
| 18-34 | 2,800 | .07 | 137 |
| 21-49 | 3,600 | .06 | 137 |
| 25-49 | 3,000 | .06 | 134 |
| 25-54 | 3,300 | .06 | 134 |
| TEENS TOTAL | 1,800 | .06 | 131 |
| CHILD TOTAL | 3,400 | .06 | 128 |
| 6-11 | 1,800 | .06 | 131 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,700 | .04 | 108 |
| PERSONS 2+ | 9,800 | .04 | 105 |
| 18+ | 6,500 | .04 | 110 |
| 18-49 | 5,000 | .04 | 112 |
| 12-24 | 2,800 | .05 | 102 |
| 12-34 | 4,800 | .05 | 103 |
| 18-34 | 3,600 | .05 | 110 |
| WOMEN TOTAL | 3,000 | .04 | 108 |
| 18-49 | 2,500 | .04 | 104 |
| 12-24 | 1,200 | .05 | 104 |
| 18-34 | 1,800 | .05 | 101 |
| 25-49 | 1,800 | .04 | 105 |
| 25-54 | 1,900 | .04 | 106 |
| MEN TOTAL | 3,500 | .05 | 112 |
| 18-49 | 2,500 | .04 | 117 |
| 18-34 | 1,800 | .04 | 115 |
| 21-49 | 2,100 | .04 | 120 |
| 25-49 | 1,600 | .03 | 119 |
| 25-54 | 1,700 | .03 | 119 |
| TEENS TOTAL | 1,200 | .05 | 98 |
| CHILD TOTAL | 2,100 | .05 | 101 |
| 6-11 | 1,200 | .05 | 102 |

## DETROIT

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,719,100 | 1.87 | 9 |
| PERSONS 2+ | 4,495,100 | 1.87 | 9 |
| 18+ | 3,437,600 | 1.86 | 9 |
| 18-49 | 2,288,400 | 1.89 | 9 |
| 12-24 | 859,600 | 1.87 | 9 |
| 12-34 | 1,650,700 | 1.88 | 9 |
| 18-34 | 1,263,700 | 1.87 | 9 |
| WOMEN TOTAL | 1,815,300 | 1.89 | 8 |
| 18-49 | 1,168,400 | 1.93 | 9 |
| 12-24 | 428,800 | 1.91 | 8 |
| 18-34 | 643,100 | 1.92 | 9 |
| 25-49 | 929,200 | 1.94 | 9 |
| 25-54 | 1,044,800 | 1.94 | 9 |
| MEN TOTAL | 1,622,300 | 1.84 | 9 |
| 18-49 | 1,120,000 | 1.86 | 9 |
| 18-34 | 620,600 | 1.82 | 9 |
| 21-49 | 1,025,000 | 1.86 | 9 |
| 25-49 | 886,600 | 1.88 | 9 |
| 25-54 | 995,000 | 1.88 | 9 |
| TEENS TOTAL | 387,000 | 1.92 | 7 |
| CHILD TOTAL | 670,500 | 1.85 | 9 |
| 6-11 | 394,500 | 1.84 | 9 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 341,600 | 3.45 | 6 |
| PERSONS 2+ | 935,500 | 3.29 | 6 |
| 18+ | 668,200 | 3.32 | 6 |
| 18-49 | 467,800 | 3.22 | 7 |
| 12-24 | 214,800 | 3.25 | 6 |
| 12-34 | 371,300 | 3.14 | 7 |
| 18-34 | 268,900 | 3.05 | 7 |
| WOMEN TOTAL | 374,000 | 3.43 | 6 |
| 18-49 | 258,200 | 3.38 | 7 |
| 12-24 | 111,100 | 3.37 | 6 |
| 18-34 | 147,500 | 3.24 | 7 |
| 25-49 | 198,500 | 3.41 | 7 |
| 25-54 | 219,800 | 3.39 | 7 |
| MEN TOTAL | 294,200 | 3.18 | 6 |
| 18-49 | 209,600 | 3.04 | 7 |
| 18-34 | 121,400 | 2.85 | 7 |
| 21-49 | 185,400 | 3.03 | 7 |
| 25-49 | 156,900 | 3.07 | 7 |
| 25-54 | 173,900 | 3.07 | 7 |
| TEENS TOTAL | 102,400 | 3.41 | 5 |
| CHILD TOTAL | 164,900 | 3.09 | 6 |
| 6-11 | 95,700 | 3.06 | 7 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| 1V HOUSEHOLDS | 27,600 | .44 | 35 |
| PERSONS 2+ | 89,300 | .40 | 38 |
| 18+ | 60,900 | .40 | 38 |
| 18-49 | 46,000 | .39 | 42 |
| 12-24 | 21,300 | .39 | 39 |
| 12-34 | 38,900 | .39 | 40 |
| 18-34 | 28,800 | .38 | 42 |
| WOMEN TOTAL | 30,600 | .41 | 35 |
| 18-49 | 22,700 | .40 | 36 |
| 12-24 | 10,600 | .41 | 38 |
| 18-34 | 14,400 | .40 | 36 |
| 25-49 | 17,100 | .40 | 35 |
| 25-54 | 19,000 | .41 | 35 |
| MEN TOTAL | 30,300 | .39 | 41 |
| 18-49 | 23,300 | .37 | 42 |
| 18-34 | 14,400 | .35 | 43 |
| 21-49 | 20,900 | .37 | 42 |
| 25-49 | 17,700 | .39 | 42 |
| 25-54 | 19,200 | .39 | 41 |
| TEENS TOTAL | 10,100 | .42 | 38 |
| CHILD TOTAL | 18,300 | 40 | 42 |
| 6-11 | 10,600 | 40 | 42 |

## DOTHAN

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 88,900 | .10 | 166 |
| PERSONS 2+ | 232,800 | .10 | 169 |
| 18+ | 174,800 | .09 | 170 |
| 18-49 | 110,400 | .09 | 169 |
| 12-24 | 46,000 | .10 | 168 |
| 12-34 | 83,300 | .09 | 168 |
| 18-34 | 61,000 | .09 | 169 |
| WOMEN TOTAL | 91,700 | .10 | 166 |
| 18-49 | 55,100 | .09 | 169 |
| 12-24 | 22,200 | .10 | 168 |
| 18-34 | 29,900 | .09 | 169 |
| 25-49 | 43,800 | .09 | 165 |
| 25-54 | 50,200 | .09 | 165 |
| MEN TOTAL | 83,100 | .09 | 170 |
| 18-49 | 55,300 | .09 | 169 |
| 18-34 | 31,100 | .09 | 169 |
| 21-49 | 50,200 | .09 | 169 |
| 25-49 | 42,900 | .09 | 169 |
| 25-54 | 48,500 | .09 | 168 |
| TEENS TOTAL | 22,300 | .11 | 164 |
| CHILD TOTAL | 35,700 | .10 | 171 |
| 6-11 | 21,500 | .10 | 171 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 16,100 | .16 | 97 |
| PERSONS 2+ | 47,400 | .17 | 96 |
| 18+ | 31,600 | .16 | 98 |
| 18-49 | 21,600 | .15 | 101 |
| 12-24 | 11,300 | .17 | 97 |
| 12-34 | 19,100 | .16 | 98 |
| 18-34 | 13,200 | .15 | 102 |
| WOMEN TOTAL | 17,600 | .16 | 96 |
| 18-49 | 11,500 | .15 | 98 |
| 12-24 | 5,700 | .17 | 95 |
| 18-34 | 7,000 | .15 | 99 |
| 25-49 | 8,800 | .15 | 94 |
| 25-54 | 10,000 | .15 | 94 |
| MEN TOTAL | 14,000 | .15 | 103 |
| 18-49 | 10,100 | .15 | 105 |
| 18-34 | 6,200 | .15 | 107 |
| 21-49 | 8,900 | .15 | 104 |
| 25-49 | 7,400 | .14 | 102 |
| 25-54 | 8,200 | .14 | 102 |
| TEENS TOTAL | 5,900 | .20 | 89 |
| CHILD TOTAL | 9,900 | .19 | 93 |
| 6-11 | 6,100 | .20 | 93 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 600 | .01 | 166 |
| PERSONS 2+ | 2,400 | .01 | 169 |
| 18+ | 1,600 | .01 | 168 |
| 18-49 | 1,500 | .01 | 161 |
| 12-24 | 600 | .01 | 168 |
| 12-34 | 1,200 | .01 | 167 |
| 18-34 | 900 | .01 | 166 |
| WOMEN TOTAL | 700 | .01 | 162 |
| 18-49 | 700 | .01 | 158 |
| 12-24 | 400 | .02 | 151 |
| 18-34 | 400 | .01 | 166 |
| 25-49 | 500 | .01 | 158 |
| 25-54 | 500 | .01 | 160 |
| MEN TOTAL | 900 | .01 | 170 |
| 18-49 | 800 | .01 | 161 |
| 18-34 | 500 | .01 | 165 |
| 21-49 | 700 | .01 | 161 |
| 25-49 | 700 | .02 | 156 |
| 25-54 | 700 | .01 | 158 |
| TEENS TOTAL | 300 | .01 | 153 |
| CHILD TOTAL | 500 | .01 | 170 |
| 6-11 | 300 | .01 | 164 |

# ADI MARKETS POPULATION SUMMARY

## DULUTH-SUPERIOR

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 168,200 | .18 | 126 | 300 | - | 186 | 400 | .01 | 177 |
| PERSONS 2+ | 418,300 | .17 | 131 | 1,600 | .01 | 183 | 1,900 | .01 | 179 |
| 18+ | 319,900 | .17 | 129 | 1,100 | .01 | 183 | 1,200 | .01 | 178 |
| 18-49 | 153,900 | .15 | 140 | 900 | .01 | 184 | 800 | .01 | 186 |
| 12-24 | 73,000 | .16 | 145 | 500 | .01 | 182 | 600 | .01 | 168 |
| 12-34 | 130,800 | .15 | 147 | 800 | .01 | 185 | 800 | .01 | 178 |
| 18-34 | 93,800 | .14 | 147 | 600 | .01 | 185 | 500 | .01 | 186 |
| WOMEN TOTAL | 165,400 | .17 | 127 | 200 | - | 189 | 300 | - | 194 |
| 18-49 | 90,500 | .15 | 140 | 100 | - | 195 | 200 | - | 195 |
| 12-24 | 35,300 | .16 | 145 | 100 | - | 187 | 200 | .01 | 171 |
| 18-34 | 46,300 | .14 | 147 | 100 | - | 189 | 200 | .01 | 184 |
| 25-49 | 73,200 | .15 | 138 | 100 | - | 190 | 100 | - | 198 |
| 25-54 | 83,900 | .16 | 137 | 100 | - | 191 | 200 | - | 192 |
| MEN TOTAL | 154,500 | .17 | 129 | 900 | .01 | 180 | 900 | .01 | 170 |
| 18-49 | 93,400 | .15 | 138 | 800 | .01 | 180 | 600 | .01 | 173 |
| 18-34 | 47,500 | .14 | 146 | 500 | .01 | 179 | 300 | .01 | 181 |
| 21-49 | 84,800 | .15 | 138 | 600 | .01 | 182 | 500 | .01 | 175 |
| 25-49 | 74,700 | .16 | 133 | 500 | .01 | 180 | 400 | .01 | 171 |
| 25-54 | 84,900 | .16 | 133 | 500 | .01 | 180 | 600 | .01 | 163 |
| TEENS TOTAL | 37,000 | .18 | 135 | 200 | .01 | 176 | 300 | .01 | 153 |
| CHILD TOTAL | 61,400 | .17 | 142 | 300 | .01 | 184 | 400 | .01 | 176 |
| 6-11 | 38,400 | .18 | 136 | 100 | - | 189 | 200 | .01 | 173 |

## EL CENTRO-YUMA

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 67,300 | .07 | 180 | 1,700 | .02 | 169 | 28,800 | .46 | 34 |
| PERSONS 2+ | 204,100 | .08 | 176 | 5,000 | .02 | 165 | 110,400 | .50 | 32 |
| 18+ | 143,700 | .08 | 176 | 3,600 | .02 | 162 | 69,500 | .46 | 32 |
| 18-49 | 91,900 | .08 | 176 | 2,500 | .02 | 166 | 52,000 | .44 | 32 |
| 12-24 | 44,000 | .10 | 170 | 1,200 | .02 | 166 | 28,200 | .51 | 31 |
| 12-34 | 76,400 | .09 | 173 | 2,100 | .02 | 166 | 47,300 | .47 | 32 |
| 18-34 | 54,200 | .08 | 174 | 1,700 | .02 | 166 | 32,200 | .42 | 36 |
| WOMEN TOTAL | 72,500 | .08 | 177 | 1,600 | .01 | 158 | 36,200 | .48 | 31 |
| 18-49 | 45,700 | .08 | 176 | 1,100 | .01 | 158 | 27,000 | .48 | 32 |
| 12-24 | 20,900 | .09 | 172 | 500 | .02 | 164 | 14,000 | .54 | 31 |
| 18-34 | 26,400 | .08 | 174 | 700 | .02 | 160 | 16,400 | .46 | 32 |
| 25-49 | 35,500 | .07 | 176 | 800 | .01 | 158 | 20,400 | .48 | 32 |
| 25-54 | 40,100 | .07 | 176 | 900 | .01 | 155 | 22,500 | .48 | 32 |
| MEN TOTAL | 71,200 | .08 | 175 | 2,000 | .02 | 164 | 33,300 | .43 | 34 |
| 18-49 | 46,200 | .08 | 176 | 1,400 | .02 | 165 | 25,000 | .40 | 39 |
| 18-34 | 27,800 | .08 | 174 | 1,000 | .02 | 163 | 15,800 | .39 | 39 |
| 21-49 | 41,400 | .08 | 176 | 1,200 | .02 | 165 | 22,100 | .40 | 40 |
| 25-49 | 34,600 | .07 | 176 | 900 | .02 | 165 | 18,500 | .40 | 39 |
| 25-54 | 39,000 | .07 | 176 | 1,100 | .02 | 165 | 20,500 | .41 | 38 |
| TEENS TOTAL | 22,200 | .11 | 166 | 400 | .01 | 163 | 15,100 | .63 | 30 |
| CHILD TOTAL | 38,200 | .11 | 166 | 1,000 | .02 | 159 | 25,800 | .56 | 31 |
| 6-11 | 23,200 | .11 | 167 | 600 | .02 | 156 | 15,800 | .59 | 30 |

## EL PASO (LAS CRUCES)

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 237,800 | .26 | 100 | 7,800 | .08 | 122 | 138,100 | 2.22 | 11 |
| PERSONS 2+ | 742,300 | .31 | 89 | 22,600 | .08 | 122 | 500,200 | 2.25 | 11 |
| 18+ | 520,400 | .28 | 94 | 16,000 | .08 | 121 | 330,800 | 2.17 | 12 |
| 18-49 | 365,300 | .30 | 85 | 13,100 | .09 | 118 | 243,500 | 2.04 | 11 |
| 12-24 | 176,100 | .38 | 70 | 6,100 | .09 | 120 | 124,800 | 2.27 | 11 |
| 12-34 | 302,700 | .35 | 77 | 11,100 | .09 | 119 | 212,800 | 2.12 | 12 |
| 18-34 | 219,500 | .33 | 80 | 9,100 | .10 | 114 | 149,400 | 1.95 | 12 |
| WOMEN TOTAL | 271,900 | .28 | 93 | 6,600 | .06 | 126 | 179,400 | 2.40 | 9 |
| 18-49 | 186,100 | .31 | 85 | 5,300 | .07 | 124 | 129,600 | 2.28 | 11 |
| 12-24 | 86,500 | .39 | 71 | 2,500 | .08 | 122 | 63,700 | 2.46 | 11 |
| 18-34 | 110,100 | .33 | 77 | 3,600 | .08 | 119 | 78,600 | 2.21 | 11 |
| 25-49 | 140,700 | .29 | 88 | 3,800 | .07 | 124 | 97,500 | 2.29 | 10 |
| 25-54 | 158,200 | .29 | 89 | 4,100 | .06 | 124 | 108,700 | 2.32 | 10 |
| MEN TOTAL | 248,500 | .28 | 93 | 9,400 | .10 | 118 | 151,400 | 1.96 | 13 |
| 18-49 | 179,200 | .30 | 88 | 7,800 | .11 | 115 | 113,900 | 1.82 | 15 |
| 18-34 | 109,400 | .32 | 81 | 5,500 | .13 | 111 | 70,800 | 1.73 | 18 |
| 21-49 | 158,700 | .29 | 91 | 6,800 | .11 | 116 | 100,700 | 1.80 | 16 |
| 25-49 | 131,700 | .28 | 92 | 5,200 | .10 | 117 | 84,800 | 1.85 | 14 |
| 25-54 | 147,000 | .28 | 93 | 5,700 | .10 | 118 | 93,300 | 1.87 | 14 |
| TEENS TOTAL | 83,200 | .41 | 67 | 2,000 | .07 | 124 | 63,400 | 2.65 | 9 |
| CHILD TOTAL | 138,700 | .38 | 71 | 4,600 | .09 | 120 | 108,000 | 2.29 | 12 |
| 6-11 | 83,100 | .39 | 71 | 2,600 | .08 | 120 | 63,500 | 2.38 | 11 |

# ADI MARKETS POPULATION SUMMARY

## ELMIRA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 86,300 | .09 | 169 |
| PERSONS 2+ | 225,600 | .09 | 171 |
| 18+ | 171,200 | .09 | 171 |
| 18-49 | 103,300 | .09 | 172 |
| 12-24 | 42,300 | .09 | 173 |
| 12-34 | 76,100 | .09 | 174 |
| 18-34 | 55,900 | .08 | 173 |
| WOMEN TOTAL | 89,300 | .09 | 170 |
| 18-49 | 51,600 | .09 | 171 |
| 12-24 | 20,600 | .09 | 173 |
| 18-34 | 27,800 | .08 | 173 |
| 25-49 | 40,800 | .09 | 174 |
| 25-54 | 46,700 | .09 | 174 |
| MEN TOTAL | 81,900 | .09 | 171 |
| 18-49 | 51,700 | .09 | 172 |
| 18-34 | 28,100 | .08 | 173 |
| 21-49 | 46,600 | .08 | 172 |
| 25-49 | 40,400 | .09 | 174 |
| 25-54 | 46,300 | .09 | 173 |
| TEENS TOTAL | 20,200 | .10 | 172 |
| CHILD TOTAL | 34,200 | .09 | 172 |
| 6-11 | 20,800 | .10 | 172 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,800 | .02 | 156 |
| PERSONS 2+ | 6,400 | .02 | 160 |
| 18+ | 4,900 | .02 | 155 |
| 18-49 | 3,800 | .03 | 155 |
| 12-24 | 2,100 | .03 | 150 |
| 12-34 | 3,400 | .03 | 153 |
| 18-34 | 2,800 | .03 | 153 |
| WOMEN TOTAL | 1,600 | .01 | 158 |
| 18-49 | 1,100 | .01 | 158 |
| 12-24 | 600 | .02 | 160 |
| 18-34 | 700 | .02 | 160 |
| 25-49 | 800 | .01 | 158 |
| 25-54 | 800 | .01 | 161 |
| MEN TOTAL | 3,300 | .04 | 153 |
| 18-49 | 2,700 | .04 | 151 |
| 18-34 | 2,100 | .05 | 146 |
| 21-49 | 2,100 | .03 | 152 |
| 25-49 | 1,500 | .03 | 154 |
| 25-54 | 1,800 | .03 | 156 |
| TEENS TOTAL | 600 | .02 | 156 |
| CHILD TOTAL | 900 | .02 | 162 |
| 6-11 | 500 | .02 | 159 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 400 | .01 | 177 |
| PERSONS 2+ | 2,100 | .01 | 174 |
| 18+ | 1,600 | .01 | 168 |
| 18-49 | 1,200 | .01 | 171 |
| 12-24 | 700 | .01 | 164 |
| 12-34 | 1,300 | .01 | 162 |
| 18-34 | 1,100 | .01 | 157 |
| WOMEN TOTAL | 400 | .01 | 185 |
| 18-49 | 200 | - | 195 |
| 12-24 | 200 | .01 | 171 |
| 18-34 | 200 | .01 | 184 |
| 25-49 | 100 | - | 198 |
| 25-54 | 300 | .01 | 176 |
| MEN TOTAL | 1,200 | .02 | 169 |
| 18-49 | 1,000 | .02 | 155 |
| 18-34 | 900 | .02 | 145 |
| 21-49 | 800 | .01 | 157 |
| 25-49 | 600 | .01 | 159 |
| 25-54 | 700 | .01 | 158 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 300 | .01 | 187 |
| 6-11 | 100 | - | 190 |

## ERIE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 150,300 | .16 | 140 |
| PERSONS 2+ | 391,900 | .16 | 142 |
| 18+ | 298,800 | .16 | 140 |
| 18-49 | 165,300 | .16 | 139 |
| 12-24 | 77,700 | .17 | 135 |
| 12-34 | 136,700 | .16 | 138 |
| 18-34 | 102,300 | .15 | 137 |
| WOMEN TOTAL | 157,500 | .16 | 137 |
| 18-49 | 93,800 | .16 | 138 |
| 12-24 | 38,400 | .17 | 133 |
| 18-34 | 51,700 | .15 | 135 |
| 25-49 | 72,100 | .15 | 139 |
| 25-54 | 81,800 | .15 | 139 |
| MEN TOTAL | 141,300 | .16 | 139 |
| 18-49 | 91,500 | .15 | 139 |
| 18-34 | 50,600 | .15 | 141 |
| 21-49 | 81,800 | .15 | 140 |
| 25-49 | 69,900 | .15 | 140 |
| 25-54 | 79,100 | .15 | 140 |
| TEENS TOTAL | 34,400 | .17 | 142 |
| CHILD TOTAL | 58,700 | .16 | 146 |
| 6-11 | 35,500 | .17 | 146 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,800 | .05 | 134 |
| PERSONS 2+ | 14,600 | .05 | 134 |
| 18+ | 9,400 | .05 | 136 |
| 18-49 | 7,100 | .05 | 136 |
| 12-24 | 4,000 | .06 | 129 |
| 12-34 | 6,200 | .05 | 135 |
| 18-34 | 4,300 | .05 | 141 |
| WOMEN TOTAL | 5,100 | .05 | 134 |
| 18-49 | 3,800 | .05 | 133 |
| 12-24 | 2,000 | .06 | 129 |
| 18-34 | 2,400 | .05 | 132 |
| 25-49 | 2,700 | .05 | 134 |
| 25-54 | 2,900 | .04 | 134 |
| MEN TOTAL | 4,300 | .05 | 149 |
| 18-49 | 3,300 | .05 | 148 |
| 18-34 | 1,900 | .04 | 150 |
| 21-49 | 2,800 | .05 | 149 |
| 25-49 | 2,300 | .04 | 149 |
| 25-54 | 2,500 | .04 | 149 |
| TEENS TOTAL | 1,900 | .06 | 128 |
| CHILD TOTAL | 3,300 | .06 | 130 |
| 6-11 | 1,800 | .06 | 131 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,000 | .02 | 148 |
| PERSONS 2+ | 3,700 | .02 | 155 |
| 18+ | 2,200 | .01 | 156 |
| 18-49 | 1,800 | .02 | 154 |
| 12-24 | 1,000 | .02 | 150 |
| 12-34 | 1,700 | .02 | 151 |
| 18-34 | 1,300 | .02 | 154 |
| WOMEN TOTAL | 1,000 | .01 | 165 |
| 18-49 | 800 | .01 | 154 |
| 12-24 | 400 | .02 | 151 |
| 18-34 | 600 | .02 | 150 |
| 25-49 | 600 | .01 | 149 |
| 25-54 | 700 | .01 | 148 |
| MEN TOTAL | 1,200 | .02 | 159 |
| 18-49 | 1,000 | .02 | 155 |
| 18-34 | 700 | .02 | 163 |
| 21-49 | 700 | .01 | 161 |
| 25-49 | 600 | .01 | 159 |
| 25-54 | 700 | .01 | 158 |
| TEENS TOTAL | 400 | .02 | 144 |
| CHILD TOTAL | 1,100 | .02 | 133 |
| 6-11 | 700 | .03 | 129 |

## EUGENE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 190,300 | .21 | 117 |
| PERSONS 2+ | 476,400 | .20 | 122 |
| 18+ | 368,200 | .20 | 117 |
| 18-49 | 238,000 | .20 | 119 |
| 12-24 | 93,900 | .20 | 122 |
| 12-34 | 165,900 | .19 | 125 |
| 18-34 | 126,900 | .19 | 122 |
| WOMEN TOTAL | 189,800 | .20 | 118 |
| 18-49 | 119,100 | .20 | 119 |
| 12-24 | 45,800 | .20 | 122 |
| 18-34 | 63,100 | .19 | 121 |
| 25-49 | 92,200 | .19 | 119 |
| 25-54 | 103,900 | .19 | 119 |
| MEN TOTAL | 178,400 | .20 | 117 |
| 18-49 | 118,900 | .20 | 118 |
| 18-34 | 63,800 | .19 | 122 |
| 21-49 | 106,900 | .19 | 120 |
| 25-49 | 90,900 | .19 | 119 |
| 25-54 | 102,700 | .19 | 119 |
| TEENS TOTAL | 39,000 | .19 | 129 |
| CHILD TOTAL | 69,200 | .19 | 130 |
| 6-11 | 42,300 | .20 | 129 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 800 | .01 | 173 |
| PERSONS 2+ | 2,800 | .01 | 173 |
| 18+ | 2,000 | .01 | 174 |
| 18-49 | 1,700 | .01 | 172 |
| 12-24 | 800 | .01 | 172 |
| 12-34 | 1,300 | .01 | 173 |
| 18-34 | 1,100 | .01 | 173 |
| WOMEN TOTAL | 700 | .01 | 175 |
| 18-49 | 600 | .01 | 173 |
| 12-24 | 400 | .01 | 167 |
| 18-34 | 500 | .01 | 169 |
| 25-49 | 300 | .01 | 175 |
| 25-54 | 300 | - | 176 |
| MEN TOTAL | 1,200 | .01 | 171 |
| 18-49 | 1,100 | .02 | 171 |
| 18-34 | 600 | .01 | 176 |
| 21-49 | 1,000 | .02 | 169 |
| 25-49 | 800 | .02 | 167 |
| 25-54 | 800 | .01 | 170 |
| TEENS TOTAL | 200 | .01 | 176 |
| CHILD TOTAL | 600 | .01 | 168 |
| 6-11 | 400 | .01 | 166 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,400 | .05 | 95 |
| PERSONS 2+ | 11,900 | .05 | 97 |
| 18+ | 7,800 | .05 | 98 |
| 18-49 | 6,400 | .05 | 98 |
| 12-24 | 3,400 | .06 | 96 |
| 12-34 | 5,700 | .06 | 97 |
| 18-34 | 4,300 | .06 | 98 |
| WOMEN TOTAL | 3,700 | .05 | 95 |
| 18-49 | 2,900 | .05 | 96 |
| 12-24 | 1,600 | .06 | 94 |
| 18-34 | 1,900 | .05 | 96 |
| 25-49 | 2,100 | .05 | 95 |
| 25-54 | 2,400 | .05 | 95 |
| MEN TOTAL | 4,100 | .05 | 102 |
| 18-49 | 3,600 | .06 | 99 |
| 18-34 | 2,400 | .06 | 99 |
| 21-49 | 3,100 | .06 | 99 |
| 25-49 | 2,300 | .05 | 103 |
| 25-54 | 2,600 | .05 | 103 |
| TEENS TOTAL | 1,400 | .06 | 92 |
| CHILD TOTAL | 2,700 | .06 | 93 |
| 6-11 | 1,700 | .06 | 91 |

# ADI MARKETS POPULATION SUMMARY

## EUREKA

TV HOUSEHOLDS 53,400 .06 187

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 136,000 | .05 | 188 |
| 18+ | 103,500 | .06 | 187 |
| 18-49 | 68,900 | .06 | 186 |
| 12-24 | 25,600 | .06 | 192 |
| 12-34 | 48,100 | .05 | 188 |
| 18-34 | 37,100 | .05 | 188 |
| WOMEN TOTAL | 51,800 | .05 | 187 |
| 18-49 | 33,100 | .05 | 188 |
| 12-24 | 12,100 | .05 | 193 |
| 18-34 | 17,600 | .05 | 190 |
| 25-49 | 26,300 | .05 | 186 |
| 25-54 | 29,500 | .05 | 186 |
| MEN TOTAL | 51,700 | .06 | 186 |
| 18-49 | 35,800 | .06 | 186 |
| 18-34 | 19,500 | .06 | 185 |
| 21-49 | 32,700 | .06 | 184 |
| 25-49 | 28,000 | .06 | 183 |
| 25-54 | 31,100 | .06 | 183 |
| TEENS TOTAL | 11,000 | .05 | 189 |
| CHILD TOTAL | 21,500 | .06 | 184 |
| 6-11 | 12,900 | .06 | 186 |

TV HOUSEHOLDS 300 - 186

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,900 | .01 | 181 |
| 18+ | 1,500 | .01 | 177 |
| 18-49 | 1,400 | .01 | 176 |
| 12-24 | 600 | .01 | 179 |
| 12-34 | 1,300 | .01 | 173 |
| 18-34 | 1,100 | .01 | 173 |
| WOMEN TOTAL | 200 | - | 189 |
| 18-49 | 200 | - | 188 |
| 12-24 | 100 | - | 187 |
| 18-34 | 100 | - | 189 |
| 25-49 | 200 | - | 181 |
| 25-54 | 200 | - | 181 |
| MEN TOTAL | 1,300 | .01 | 171 |
| 18-49 | 1,200 | .02 | 168 |
| 18-34 | 1,000 | .02 | 163 |
| 21-49 | 1,100 | .02 | 166 |
| 25-49 | 800 | .02 | 167 |
| 25-54 | 900 | .02 | 167 |
| TEENS TOTAL | 200 | .01 | 176 |
| CHILD TOTAL | 200 | - | 188 |
| 6-11 | | | 194 |

TV HOUSEHOLDS 1,900 .03 123

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 7,700 | .03 | 118 |
| 18+ | 5,200 | .03 | 120 |
| 18-49 | 4,400 | .04 | 121 |
| 12-24 | 2,000 | .04 | 121 |
| 12-34 | 3,700 | .04 | 122 |
| 18-34 | 3,000 | .04 | 119 |
| WOMEN TOTAL | 2,000 | .03 | 125 |
| 18-49 | 1,600 | .03 | 126 |
| 12-24 | 800 | .03 | 121 |
| 18-34 | 1,000 | .03 | 127 |
| 25-49 | 1,100 | .03 | 125 |
| 25-54 | 1,100 | .02 | 127 |
| MEN TOTAL | 3,200 | .04 | 116 |
| 18-49 | 2,800 | .04 | 110 |
| 18-34 | 2,000 | .05 | 111 |
| 21-49 | 2,600 | .05 | 105 |
| 25-49 | 2,000 | .04 | 107 |
| 25-54 | 2,100 | .04 | 108 |
| TEENS TOTAL | 700 | .03 | 122 |
| CHILD TOTAL | 1,800 | .04 | 112 |
| 6-11 | 1,000 | .04 | 108 |

## EVANSVILLE (MADISONVILLE)

TV HOUSEHOLDS 258,200 .28 93

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 662,000 | .27 | 96 |
| 18+ | 502,500 | .27 | 97 |
| 18-49 | 309,700 | .26 | 102 |
| 12-24 | 120,700 | .26 | 106 |
| 12-34 | 226,300 | .26 | 103 |
| 18-34 | 167,000 | .25 | 104 |
| WOMEN TOTAL | 265,700 | .28 | 96 |
| 18-49 | 155,800 | .26 | 101 |
| 12-24 | 59,200 | .26 | 103 |
| 18-34 | 83,900 | .25 | 103 |
| 25-49 | 125,400 | .26 | 96 |
| 25-54 | 142,900 | .26 | 94 |
| MEN TOTAL | 236,800 | .27 | 99 |
| 18-49 | 153,900 | .25 | 103 |
| 18-34 | 83,100 | .24 | 104 |
| 21-49 | 140,400 | .26 | 103 |
| 25-49 | 122,900 | .26 | 98 |
| 25-54 | 139,700 | .26 | 95 |
| TEENS TOTAL | 59,300 | .29 | 93 |
| CHILD TOTAL | 100,200 | .28 | 96 |
| 6-11 | 61,300 | .29 | 94 |

TV HOUSEHOLDS 9,700 .10 116

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 26,900 | .09 | 115 |
| 18+ | 18,800 | .09 | 115 |
| 18-49 | 12,700 | .09 | 121 |
| 12-24 | 6,800 | .10 | 115 |
| 12-34 | 11,500 | .10 | 117 |
| 18-34 | 8,000 | .09 | 121 |
| WOMEN TOTAL | 10,000 | .09 | 114 |
| 18-49 | 6,500 | .09 | 116 |
| 12-24 | 2,900 | .09 | 118 |
| 18-34 | 3,900 | .09 | 116 |
| 25-49 | 5,100 | .09 | 115 |
| 25-54 | 5,400 | .08 | 115 |
| MEN TOTAL | 8,800 | .10 | 118 |
| 18-49 | 6,200 | .09 | 123 |
| 18-34 | 4,100 | .10 | 121 |
| 21-49 | 5,000 | .08 | 126 |
| 25-49 | 4,300 | .08 | 125 |
| 25-54 | 5,000 | .08 | 123 |
| TEENS TOTAL | 3,500 | .12 | 112 |
| CHILD TOTAL | 4,600 | .09 | 120 |
| 6-11 | 3,100 | .10 | 115 |

TV HOUSEHOLDS 700 .01 158

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 3,000 | .01 | 161 |
| 18+ | 2,100 | .01 | 159 |
| 18-49 | 1,500 | .01 | 161 |
| 12-24 | 700 | .01 | 164 |
| 12-34 | 1,500 | .01 | 160 |
| 18-34 | 1,200 | .02 | 156 |
| WOMEN TOTAL | 800 | .01 | 159 |
| 18-49 | 700 | .01 | 158 |
| 12-24 | 300 | .01 | 164 |
| 18-34 | 500 | .01 | 155 |
| 25-49 | 500 | .01 | 158 |
| 25-54 | 500 | .01 | 160 |
| MEN TOTAL | 1,300 | .02 | 156 |
| 18-49 | 800 | .01 | 161 |
| 18-34 | 700 | .02 | 153 |
| 21-49 | 700 | .01 | 161 |
| 25-49 | 600 | .01 | 159 |
| 25-54 | 800 | .02 | 155 |
| TEENS TOTAL | 300 | .01 | 163 |
| CHILD TOTAL | 600 | .01 | 163 |
| 6-11 | 200 | .01 | 173 |

## FARGO

TV HOUSEHOLDS 212,800 .23 108

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 553,100 | .23 | 113 |
| 18+ | 417,400 | .23 | 111 |
| 18-49 | 258,700 | .21 | 112 |
| 12-24 | 111,500 | .24 | 113 |
| 12-34 | 197,600 | .23 | 112 |
| 18-34 | 149,900 | .22 | 112 |
| WOMEN TOTAL | 212,400 | .22 | 113 |
| 18-49 | 125,500 | .21 | 113 |
| 12-24 | 53,600 | .24 | 112 |
| 18-34 | 72,500 | .22 | 112 |
| 25-49 | 94,900 | .20 | 117 |
| 25-54 | 108,000 | .20 | 116 |
| MEN TOTAL | 205,000 | .23 | 109 |
| 18-49 | 133,200 | .22 | 111 |
| 18-34 | 77,400 | .23 | 110 |
| 21-49 | 118,700 | .22 | 111 |
| 25-49 | 100,000 | .21 | 112 |
| 25-54 | 112,200 | .21 | 112 |
| TEENS TOTAL | 47,700 | .24 | 113 |
| CHILD TOTAL | 88,000 | .24 | 113 |
| 6-11 | 54,000 | .25 | 110 |

TV HOUSEHOLDS 700 .01 177

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 2,100 | .01 | 179 |
| 18+ | 1,400 | .01 | 180 |
| 18-49 | 1,400 | .01 | 176 |
| 12-24 | 800 | .01 | 172 |
| 12-34 | 1,300 | .01 | 173 |
| 18-34 | 1,000 | .01 | 176 |
| WOMEN TOTAL | 400 | - | 180 |
| 18-49 | 400 | .01 | 177 |
| 12-24 | 300 | .01 | 173 |
| 18-34 | 300 | .01 | 175 |
| 25-49 | 200 | - | 181 |
| 25-54 | 200 | - | 181 |
| MEN TOTAL | 1,000 | .01 | 178 |
| 18-49 | 1,000 | .01 | 172 |
| 18-34 | 700 | .02 | 173 |
| 21-49 | 900 | .01 | 171 |
| 25-49 | 700 | .01 | 170 |
| 25-54 | 700 | .01 | 174 |
| TEENS TOTAL | 300 | .01 | 168 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 300 | .01 | 172 |

TV HOUSEHOLDS 1,200 .02 140

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 5,600 | .03 | 132 |
| 18+ | 3,200 | .02 | 142 |
| 18-49 | 2,600 | .02 | 143 |
| 12-24 | 1,600 | .03 | 130 |
| 12-34 | 2,600 | .03 | 137 |
| 18-34 | 1,800 | .02 | 142 |
| WOMEN TOTAL | 1,200 | .02 | 144 |
| 18-49 | 1,100 | .02 | 140 |
| 12-24 | 800 | .03 | 121 |
| 18-34 | 800 | .02 | 136 |
| 25-49 | 800 | .02 | 140 |
| 25-54 | 900 | .02 | 139 |
| MEN TOTAL | 2,000 | .03 | 138 |
| 18-49 | 1,500 | .02 | 141 |
| 18-34 | 1,000 | .02 | 140 |
| 21-49 | 1,100 | .02 | 147 |
| 25-49 | 1,000 | .02 | 143 |
| 25-54 | 1,200 | .02 | 140 |
| TEENS TOTAL | 800 | .03 | 112 |
| CHILD TOTAL | 1,600 | .03 | 117 |
| 6-11 | 800 | .03 | 122 |

## ADI MARKETS POPULATION SUMMARY

### FLAGSTAFF

| | ALL: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 29,400 | .03 | 205 | 500 | .01 | 182 | 2,600 | .04 | 110 |
| PERSONS 2+ | 91,000 | .04 | 201 | 1,400 | - | 186 | 9,700 | .04 | 107 |
| 18+ | 64,700 | .04 | 202 | 1,100 | .01 | 183 | 6,700 | .04 | 107 |
| 18-49 | 50,300 | .04 | 198 | 800 | .01 | 188 | 5,300 | .04 | 106 |
| 12-24 | 24,700 | .05 | 194 | 400 | .01 | 187 | 2,700 | .05 | 103 |
| 12-34 | 40,300 | .05 | 197 | 600 | .01 | 188 | 4,500 | .04 | 109 |
| 18-34 | 31,000 | .05 | 197 | 600 | .01 | 185 | 3,500 | .05 | 111 |
| WOMEN TOTAL | 32,800 | .03 | 202 | 500 | - | 178 | 3,300 | .04 | 99 |
| 18-49 | 25,200 | .04 | 197 | 400 | .01 | 177 | 2,600 | .05 | 102 |
| 12-24 | 12,300 | .05 | 192 | 200 | .01 | 179 | 1,300 | .05 | 100 |
| 18-34 | 15,600 | .05 | 196 | 300 | .01 | 175 | 1,700 | .05 | 106 |
| 25-49 | 17,400 | .04 | 200 | 200 | - | 181 | 1,800 | .04 | 105 |
| 25-54 | 19,300 | .04 | 201 | 200 | - | 181 | 1,900 | .04 | 106 |
| MEN TOTAL | 31,900 | .04 | 201 | 600 | .01 | 187 | 3,400 | .04 | 115 |
| 18-49 | 25,100 | .04 | 199 | 400 | .01 | 193 | 2,700 | .04 | 114 |
| 18-34 | 15,400 | .05 | 197 | 300 | .01 | 190 | 1,800 | .04 | 115 |
| 21-49 | 21,800 | .04 | 200 | 300 | - | 194 | 2,300 | .04 | 114 |
| 25-49 | 17,500 | .04 | 201 | 200 | - | 194 | 1,800 | .04 | 113 |
| 25-54 | 19,300 | .04 | 201 | 200 | - | 195 | 2,000 | .04 | 110 |
| TEENS TOTAL | 9,300 | .05 | 198 | | | 197 | 1,000 | .04 | 102 |
| CHILD TOTAL | 17,000 | .05 | 194 | 300 | .01 | 184 | 2,000 | .04 | 103 |
| 6-11 | 10,100 | .05 | 196 | 200 | .01 | 178 | 1,200 | .05 | 102 |

### FLINT-SAGINAW-BAY CITY

| | ALL: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 451,500 | .49 | 56 | 43,100 | .44 | 60 | 9,400 | .15 | 64 |
| PERSONS 2+ | 1,187,300 | .49 | 57 | 119,600 | .42 | 64 | 32,000 | .14 | 65 |
| 18+ | 887,200 | .48 | 57 | 79,600 | .40 | 64 | 19,700 | .13 | 67 |
| 18-49 | 573,100 | .47 | 56 | 58,500 | .40 | 64 | 15,200 | .13 | 71 |
| 12-24 | 237,200 | .52 | 54 | 29,300 | .44 | 64 | 8,300 | .15 | 64 |
| 12-34 | 426,700 | .49 | 55 | 48,700 | .41 | 66 | 13,400 | .13 | 69 |
| 18-34 | 314,900 | .47 | 56 | 33,800 | .38 | 67 | 9,000 | .12 | 73 |
| WOMEN TOTAL | 468,100 | .49 | 57 | 44,300 | .41 | 63 | 10,100 | .14 | 64 |
| 18-49 | 294,200 | .49 | 56 | 32,800 | .43 | 59 | 7,600 | .13 | 66 |
| 12-24 | 118,600 | .53 | 53 | 15,100 | .46 | 61 | 4,100 | .16 | 60 |
| 18-34 | 161,700 | .48 | 54 | 18,900 | .42 | 64 | 4,600 | .13 | 67 |
| 25-49 | 230,200 | .48 | 56 | 25,100 | .43 | 57 | 5,700 | .13 | 66 |
| 25-54 | 261,700 | .49 | 56 | 27,700 | .43 | 59 | 6,200 | .13 | 66 |
| MEN TOTAL | 419,100 | .47 | 57 | 35,300 | .38 | 67 | 9,600 | .12 | 72 |
| 18-49 | 278,900 | .46 | 57 | 25,700 | .37 | 68 | 7,600 | .12 | 73 |
| 18-34 | 153,200 | .45 | 56 | 14,900 | .35 | 69 | 4,400 | .11 | 75 |
| 21-49 | 252,100 | .46 | 57 | 22,500 | .37 | 68 | 6,600 | .12 | 74 |
| 25-49 | 217,500 | .46 | 58 | 19,000 | .37 | 68 | 5,600 | .12 | 72 |
| 25-54 | 247,800 | .47 | 58 | 21,200 | .37 | 67 | 6,200 | .12 | 72 |
| TEENS TOTAL | 111,800 | .55 | 51 | 14,900 | .50 | 59 | 4,400 | .18 | 58 |
| CHILD TOTAL | 188,300 | .52 | 52 | 25,100 | .47 | 62 | 7,900 | .17 | 61 |
| 6-11 | 114,600 | .53 | 51 | 15,200 | .49 | 61 | 4,400 | .17 | 62 |

### FLORENCE-MYRTLE BEACH

| | ALL: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 151,000 | .16 | 138 | 42,500 | .43 | 61 | 500 | .01 | 171 |
| PERSONS 2+ | 404,400 | .17 | 135 | 134,700 | .47 | 57 | 1,700 | .01 | 184 |
| 18+ | 302,100 | .16 | 136 | 89,800 | .45 | 59 | 1,200 | .01 | 178 |
| 18-49 | 194,600 | .16 | 132 | 63,100 | .43 | 58 | 900 | .01 | 179 |
| 12-24 | 81,600 | .18 | 130 | 33,000 | .50 | 56 | 200 | - | 193 |
| 12-34 | 146,400 | .17 | 131 | 54,100 | .46 | 58 | 700 | .01 | 183 |
| 18-34 | 105,900 | .16 | 134 | 36,500 | .41 | 63 | 700 | .01 | 176 |
| WOMEN TOTAL | 161,900 | .17 | 134 | 51,300 | .47 | 55 | 500 | .01 | 176 |
| 18-49 | 100,400 | .17 | 129 | 34,800 | .46 | 56 | 400 | .01 | 179 |
| 12-24 | 41,200 | .18 | 127 | 16,900 | .51 | 53 | 100 | - | 186 |
| 18-34 | 54,400 | .16 | 130 | 20,000 | .44 | 60 | 200 | .01 | 184 |
| 25-49 | 79,400 | .17 | 129 | 26,500 | .45 | 55 | 300 | .01 | 175 |
| 25-54 | 90,300 | .17 | 129 | 29,200 | .45 | 55 | 300 | .01 | 176 |
| MEN TOTAL | 140,200 | .16 | 141 | 38,500 | .42 | 61 | 700 | .01 | 179 |
| 18-49 | 94,200 | .16 | 137 | 28,300 | .41 | 60 | 500 | .01 | 178 |
| 18-34 | 51,500 | .15 | 136 | 16,500 | .39 | 65 | 500 | .01 | 165 |
| 21-49 | 85,800 | .16 | 135 | 25,200 | .41 | 59 | 400 | .01 | 179 |
| 25-49 | 74,100 | .16 | 135 | 21,200 | .41 | 57 | 400 | .01 | 171 |
| 25-54 | 83,700 | .16 | 135 | 23,200 | .41 | 57 | 500 | .01 | 166 |
| TEENS TOTAL | 40,500 | .20 | 124 | 17,600 | .59 | 50 | | | 195 |
| CHILD TOTAL | 81,800 | .17 | 140 | 27,300 | .51 | 58 | 500 | .01 | 170 |
| 6-11 | 37,700 | .18 | 141 | 16,900 | .54 | 57 | 400 | .02 | 149 |

# ADI MARKETS POPULATION SUMMARY

## FT. MYERS-NAPLES

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 275,200 | .30 | 90 |
| PERSONS 2+ | 648,300 | .27 | 98 |
| 18+ | 533,800 | .29 | 90 |
| 18-49 | 253,500 | .21 | 113 |
| 12-24 | 87,100 | .19 | 125 |
| 12-34 | 175,800 | .20 | 120 |
| 18-34 | 135,200 | .20 | 116 |
| WOMEN TOTAL | 277,400 | .29 | 91 |
| 18-49 | 125,900 | .21 | 112 |
| 12-24 | 42,300 | .19 | 125 |
| 18-34 | 65,700 | .20 | 118 |
| 25-49 | 103,200 | .22 | 111 |
| 25-54 | 120,200 | .22 | 107 |
| MEN TOTAL | 256,400 | .29 | 90 |
| 18-49 | 127,600 | .21 | 113 |
| 18-34 | 69,500 | .20 | 115 |
| 21-49 | 118,100 | .21 | 113 |
| 25-49 | 103,500 | .22 | 110 |
| 25-54 | 118,100 | .22 | 109 |
| TEENS TOTAL | 40,300 | .20 | 126 |
| CHILD TOTAL | 74,200 | .21 | 123 |
| 6-11 | 43,300 | .20 | 127 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 11,100 | .11 | 108 |
| PERSONS 2+ | 36,100 | .13 | 107 |
| 18+ | 23,600 | .12 | 108 |
| 18-49 | 16,900 | .12 | 110 |
| 12-24 | 8,300 | .13 | 109 |
| 12-34 | 14,400 | .12 | 110 |
| 18-34 | 10,200 | .12 | 112 |
| WOMEN TOTAL | 12,200 | .11 | 107 |
| 18-49 | 8,600 | .11 | 107 |
| 12-24 | 4,000 | .12 | 109 |
| 18-34 | 5,100 | .11 | 109 |
| 25-49 | 6,500 | .11 | 107 |
| 25-54 | 7,300 | .11 | 107 |
| MEN TOTAL | 11,400 | .12 | 108 |
| 18-49 | 8,300 | .12 | 112 |
| 18-34 | 5,100 | .12 | 114 |
| 21-49 | 7,500 | .12 | 110 |
| 25-49 | 6,300 | .12 | 107 |
| 25-54 | 7,000 | .12 | 105 |
| TEENS TOTAL | 4,200 | .14 | 103 |
| CHILD TOTAL | 8,300 | .16 | 100 |
| 6-11 | 4,700 | .15 | 100 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 12,800 | .21 | 53 |
| PERSONS 2+ | 47,300 | .21 | 52 |
| 18+ | 32,300 | .21 | 50 |
| 18-49 | 24,800 | .21 | 54 |
| 12-24 | 11,800 | .21 | 53 |
| 12-34 | 21,000 | .21 | 55 |
| 18-34 | 15,800 | .21 | 54 |
| WOMEN TOTAL | 14,000 | .19 | 52 |
| 18-49 | 10,300 | .18 | 55 |
| 12-24 | 5,100 | .20 | 56 |
| 18-34 | 6,200 | .17 | 56 |
| 25-49 | 7,700 | .18 | 53 |
| 25-54 | 8,500 | .18 | 53 |
| MEN TOTAL | 18,300 | .24 | 49 |
| 18-49 | 14,500 | .23 | 48 |
| 18-34 | 9,600 | .23 | 49 |
| 21-49 | 12,900 | .23 | 49 |
| 25-49 | 10,500 | .23 | 51 |
| 25-54 | 11,600 | .23 | 50 |
| TEENS TOTAL | 5,200 | .22 | 54 |
| CHILD TOTAL | 9,800 | .21 | 55 |
| 6-11 | 5,500 | .21 | 57 |

## FT. SMITH

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 186,600 | .20 | 118 |
| PERSONS 2+ | 479,500 | .20 | 121 |
| 18+ | 363,700 | .20 | 120 |
| 18-49 | 225,100 | .19 | 123 |
| 12-24 | 93,000 | .20 | 123 |
| 12-34 | 167,400 | .19 | 122 |
| 18-34 | 124,100 | .18 | 124 |
| WOMEN TOTAL | 189,400 | .20 | 120 |
| 18-49 | 112,600 | .19 | 122 |
| 12-24 | 45,000 | .20 | 123 |
| 18-34 | 61,400 | .18 | 126 |
| 25-49 | 88,200 | .18 | 122 |
| 25-54 | 100,900 | .19 | 122 |
| MEN TOTAL | 174,300 | .20 | 120 |
| 18-49 | 112,500 | .19 | 123 |
| 18-34 | 62,700 | .18 | 124 |
| 21-49 | 101,900 | .19 | 123 |
| 25-49 | 87,200 | .18 | 122 |
| 25-54 | 99,500 | .19 | 122 |
| TEENS TOTAL | 43,300 | .21 | 121 |
| CHILD TOTAL | 72,500 | .20 | 125 |
| 6-11 | 43,900 | .20 | 125 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,500 | .04 | 142 |
| PERSONS 2+ | 10,000 | .04 | 146 |
| 18+ | 6,900 | .03 | 148 |
| 18-49 | 5,000 | .03 | 151 |
| 12-24 | 2,700 | .04 | 145 |
| 12-34 | 4,600 | .04 | 149 |
| 18-34 | 3,400 | .04 | 150 |
| WOMEN TOTAL | 3,500 | .03 | 142 |
| 18-49 | 2,500 | .03 | 142 |
| 12-24 | 1,200 | .04 | 142 |
| 18-34 | 1,600 | .04 | 142 |
| 25-49 | 1,700 | .03 | 141 |
| 25-54 | 1,800 | .03 | 141 |
| MEN TOTAL | 3,400 | .04 | 151 |
| 18-49 | 2,500 | .04 | 152 |
| 18-34 | 1,800 | .04 | 151 |
| 21-49 | 2,300 | .04 | 151 |
| 25-49 | 1,600 | .04 | 151 |
| 25-54 | 2,000 | .04 | 151 |
| TEENS TOTAL | 1,200 | .04 | 140 |
| CHILD TOTAL | 1,900 | .04 | 143 |
| 6-11 | 1,000 | .03 | 144 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,500 | .02 | 133 |
| PERSONS 2+ | 5,900 | .03 | 129 |
| 18+ | 3,900 | .03 | 133 |
| 18-49 | 3,000 | .03 | 136 |
| 12-24 | 1,700 | .03 | 127 |
| 12-34 | 2,800 | .03 | 132 |
| 18-34 | 2,000 | .03 | 136 |
| WOMEN TOTAL | 1,600 | .02 | 134 |
| 18-49 | 1,300 | .02 | 134 |
| 12-24 | 800 | .03 | 121 |
| 18-34 | 700 | .02 | 143 |
| 25-49 | 900 | .02 | 136 |
| 25-54 | 900 | .02 | 139 |
| MEN TOTAL | 2,300 | .03 | 132 |
| 18-49 | 1,700 | .03 | 135 |
| 18-34 | 1,300 | .03 | 132 |
| 21-49 | 1,400 | .03 | 140 |
| 25-49 | 1,200 | .03 | 133 |
| 25-54 | 1,300 | .03 | 133 |
| TEENS TOTAL | 800 | .03 | 112 |
| CHILD TOTAL | 1,200 | .03 | 129 |
| 6-11 | 800 | .03 | 122 |

## FT. WAYNE (ANGOLA)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 231,500 | .25 | 102 |
| PERSONS 2+ | 611,300 | .25 | 104 |
| 18+ | 453,300 | .25 | 107 |
| 18-49 | 293,600 | .24 | 106 |
| 12-24 | 116,200 | .25 | 108 |
| 12-34 | 217,700 | .25 | 106 |
| 18-34 | 160,400 | .24 | 107 |
| WOMEN TOTAL | 237,400 | .25 | 103 |
| 18-49 | 147,400 | .24 | 105 |
| 12-24 | 57,100 | .25 | 106 |
| 18-34 | 80,300 | .24 | 107 |
| 25-49 | 118,100 | .25 | 104 |
| 25-54 | 133,300 | .25 | 102 |
| MEN TOTAL | 215,900 | .24 | 107 |
| 18-49 | 146,200 | .24 | 106 |
| 18-34 | 80,100 | .24 | 105 |
| 21-49 | 133,600 | .24 | 105 |
| 25-49 | 116,800 | .25 | 105 |
| 25-54 | 131,100 | .25 | 104 |
| TEENS TOTAL | 57,300 | .28 | 95 |
| CHILD TOTAL | 100,700 | .28 | 95 |
| 6-11 | 60,900 | .28 | 95 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 10,500 | .11 | 111 |
| PERSONS 2+ | 30,000 | .11 | 112 |
| 18+ | 19,400 | .10 | 114 |
| 18-49 | 14,800 | .10 | 114 |
| 12-24 | 7,500 | .11 | 112 |
| 12-34 | 12,900 | .11 | 114 |
| 18-34 | 8,900 | .10 | 115 |
| WOMEN TOTAL | 10,600 | .10 | 112 |
| 18-49 | 8,000 | .10 | 110 |
| 12-24 | 3,900 | .12 | 110 |
| 18-34 | 4,800 | .11 | 111 |
| 25-49 | 6,100 | .10 | 109 |
| 25-54 | 6,700 | .10 | 109 |
| MEN TOTAL | 8,800 | .10 | 118 |
| 18-49 | 6,800 | .10 | 119 |
| 18-34 | 4,100 | .10 | 121 |
| 21-49 | 6,000 | .10 | 120 |
| 25-49 | 5,200 | .10 | 117 |
| 25-54 | 5,800 | .10 | 115 |
| TEENS TOTAL | 4,000 | .13 | 108 |
| CHILD TOTAL | 6,600 | .12 | 110 |
| 6-11 | 4,000 | .13 | 110 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,900 | .05 | 103 |
| PERSONS 2+ | 9,800 | .04 | 105 |
| 18+ | 6,100 | .04 | 112 |
| 18-49 | 5,000 | .04 | 112 |
| 12-24 | 2,700 | .05 | 103 |
| 12-34 | 4,800 | .05 | 103 |
| 18-34 | 3,300 | .04 | 113 |
| WOMEN TOTAL | 3,100 | .04 | 104 |
| 18-49 | 2,700 | .05 | 99 |
| 12-24 | 1,300 | .05 | 100 |
| 18-34 | 1,800 | .05 | 101 |
| 25-49 | 2,000 | .05 | 101 |
| 25-54 | 2,100 | .04 | 103 |
| MEN TOTAL | 3,000 | .04 | 121 |
| 18-49 | 2,300 | .04 | 123 |
| 18-34 | 1,500 | .04 | 126 |
| 21-49 | 2,100 | .04 | 120 |
| 25-49 | 1,800 | .04 | 113 |
| 25-54 | 2,000 | .04 | 110 |
| TEENS TOTAL | 1,600 | .06 | 88 |
| CHILD TOTAL | 2,200 | .05 | 100 |
| 6-11 | 1,300 | .05 | 97 |

## FRESNO-VISALIA (HANFORD)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 441,700 | .48 | 59 |
| PERSONS 2+ | 1,324,100 | .55 | 48 |
| 18+ | 935,100 | .51 | 54 |
| 18-49 | 639,500 | .53 | 49 |
| 12-24 | 275,500 | .60 | 45 |
| 12-34 | 501,900 | .57 | 46 |
| 18-34 | 371,100 | .55 | 47 |
| WOMEN TOTAL | 472,000 | .49 | 56 |
| 18-49 | 309,800 | .51 | 52 |
| 12-24 | 130,200 | .58 | 46 |
| 18-34 | 176,800 | .53 | 49 |
| 25-49 | 242,800 | .51 | 53 |
| 25-54 | 271,700 | .50 | 53 |
| MEN TOTAL | 463,100 | .52 | 52 |
| 18-49 | 329,700 | .55 | 47 |
| 18-34 | 194,300 | .57 | 45 |
| 21-49 | 298,900 | .54 | 48 |
| 25-49 | 252,000 | .53 | 49 |
| 25-54 | 279,900 | .53 | 49 |
| TEENS TOTAL | 130,800 | .65 | 42 |
| CHILD TOTAL | 258,200 | .71 | 41 |
| 6-11 | 153,700 | .72 | 40 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 16,900 | .17 | 93 |
| PERSONS 2+ | 54,100 | .19 | 90 |
| 18+ | 37,100 | .18 | 91 |
| 18-49 | 27,700 | .19 | 88 |
| 12-24 | 13,000 | .20 | 90 |
| 12-34 | 24,000 | .20 | 88 |
| 18-34 | 18,400 | .21 | 83 |
| WOMEN TOTAL | 17,800 | .16 | 94 |
| 18-49 | 12,700 | .17 | 92 |
| 12-24 | 5,900 | .18 | 92 |
| 18-34 | 8,100 | .18 | 90 |
| 25-49 | 9,500 | .16 | 92 |
| 25-54 | 10,500 | .16 | 92 |
| MEN TOTAL | 19,300 | .21 | 85 |
| 18-49 | 15,000 | .22 | 82 |
| 18-34 | 10,300 | .24 | 81 |
| 21-49 | 13,400 | .22 | 81 |
| 25-49 | 10,800 | .21 | 82 |
| 25-54 | 11,700 | .21 | 83 |
| TEENS TOTAL | 5,600 | .19 | 92 |
| CHILD TOTAL | 11,400 | .21 | 89 |
| 6-11 | 6,500 | .21 | 90 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 120,200 | 1.93 | 13 |
| PERSONS 2+ | 474,100 | 2.13 | 13 |
| 18+ | 299,900 | 1.97 | 13 |
| 18-49 | 240,700 | 2.02 | 12 |
| 12-24 | 121,600 | 2.21 | 12 |
| 12-34 | 214,100 | 2.13 | 11 |
| 18-34 | 156,500 | 2.04 | 11 |
| WOMEN TOTAL | 139,100 | 1.86 | 13 |
| 18-49 | 108,900 | 1.92 | 13 |
| 12-24 | 56,000 | 2.16 | 12 |
| 18-34 | 69,600 | 1.96 | 12 |
| 25-49 | 80,800 | 1.90 | 13 |
| 25-54 | 88,000 | 1.88 | 13 |
| MEN TOTAL | 160,800 | 2.07 | 12 |
| 18-49 | 131,800 | 2.11 | 10 |
| 18-34 | 87,000 | 2.12 | 10 |
| 21-49 | 117,600 | 2.10 | 10 |
| 25-49 | 95,800 | 2.09 | 10 |
| 25-54 | 103,300 | 2.07 | 12 |
| TEENS TOTAL | 57,500 | 2.40 | 11 |
| CHILD TOTAL | 116,700 | 2.52 | 10 |
| 6-11 | 68,800 | 2.58 | 10 |

## GAINESVILLE (OCALA)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 90,000 | .10 | 165 |
| PERSONS 2+ | 225,200 | .09 | 172 |
| 18+ | 178,900 | .10 | 168 |
| 18-49 | 127,500 | .11 | 158 |
| 12-24 | 59,300 | .13 | 155 |
| 12-34 | 97,900 | .11 | 156 |
| 18-34 | 81,800 | .12 | 151 |
| WOMEN TOTAL | 91,600 | .10 | 167 |
| 18-49 | 63,200 | .10 | 158 |
| 12-24 | 28,700 | .13 | 155 |
| 18-34 | 39,900 | .12 | 154 |
| 25-49 | 42,400 | .09 | 170 |
| 25-54 | 47,400 | .09 | 171 |
| MEN TOTAL | 87,300 | .10 | 167 |
| 18-49 | 64,300 | .11 | 160 |
| 18-34 | 41,900 | .12 | 150 |
| 21-49 | 54,500 | .10 | 163 |
| 25-49 | 41,900 | .09 | 170 |
| 25-54 | 46,400 | .09 | 172 |
| TEENS TOTAL | 16,100 | .08 | 180 |
| CHILD TOTAL | 30,200 | .08 | 175 |
| 6-11 | 17,900 | .08 | 175 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 12,900 | .13 | 104 |
| PERSONS 2+ | 38,100 | .13 | 104 |
| 18+ | 26,300 | .13 | 105 |
| 18-49 | 19,400 | .13 | 104 |
| 12-24 | 10,000 | .15 | 105 |
| 12-34 | 16,800 | .14 | 105 |
| 18-34 | 12,600 | .14 | 106 |
| WOMEN TOTAL | 14,400 | .13 | 102 |
| 18-49 | 10,300 | .13 | 104 |
| 12-24 | 5,100 | .15 | 102 |
| 18-34 | 6,600 | .15 | 101 |
| 25-49 | 7,400 | .13 | 104 |
| 25-54 | 8,100 | .12 | 104 |
| MEN TOTAL | 11,900 | .13 | 106 |
| 18-49 | 9,100 | .13 | 107 |
| 18-34 | 6,000 | .14 | 109 |
| 21-49 | 7,800 | .13 | 107 |
| 25-49 | 6,200 | .12 | 108 |
| 25-54 | 6,900 | .12 | 106 |
| TEENS TOTAL | 4,200 | .14 | 103 |
| CHILD TOTAL | 7,600 | .14 | 103 |
| 6-11 | 4,400 | .14 | 103 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,800 | .04 | 106 |
| PERSONS 2+ | 7,700 | .03 | 118 |
| 18+ | 6,100 | .04 | 112 |
| 18-49 | 5,300 | .04 | 106 |
| 12-24 | 3,200 | .06 | 97 |
| 12-34 | 4,700 | .05 | 106 |
| 18-34 | 4,000 | .05 | 101 |
| WOMEN TOTAL | 2,900 | .04 | 109 |
| 18-49 | 2,400 | .04 | 110 |
| 12-24 | 1,500 | .06 | 94 |
| 18-34 | 1,800 | .05 | 101 |
| 25-49 | 1,300 | .03 | 119 |
| 25-54 | 1,500 | .03 | 115 |
| MEN TOTAL | 3,200 | .04 | 116 |
| 18-49 | 2,900 | .05 | 109 |
| 18-34 | 2,200 | .05 | 104 |
| 21-49 | 2,300 | .04 | 114 |
| 25-49 | 1,500 | .03 | 122 |
| 25-54 | 1,600 | .03 | 122 |
| TEENS TOTAL | 700 | .03 | 122 |
| CHILD TOTAL | 900 | .02 | 140 |
| 6-11 | 400 | .02 | 149 |

## GRAND JUNCTION-DURANGO

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 67,400 | .07 | 179 |
| PERSONS 2+ | 170,400 | .07 | 181 |
| 18+ | 128,800 | .07 | 180 |
| 18-49 | 79,300 | .07 | 179 |
| 12-24 | 30,300 | .07 | 185 |
| 12-34 | 55,000 | .06 | 184 |
| 18-34 | 40,100 | .06 | 183 |
| WOMEN TOTAL | 66,500 | .07 | 181 |
| 18-49 | 39,700 | .07 | 181 |
| 12-24 | 14,600 | .07 | 184 |
| 18-34 | 20,100 | .06 | 184 |
| 25-49 | 32,200 | .07 | 178 |
| 25-54 | 36,500 | .07 | 179 |
| MEN TOTAL | 62,300 | .07 | 180 |
| 18-49 | 39,600 | .07 | 180 |
| 18-34 | 20,000 | .06 | 184 |
| 21-49 | 35,900 | .07 | 179 |
| 25-49 | 31,700 | .07 | 178 |
| 25-54 | 35,900 | .07 | 178 |
| TEENS TOTAL | 14,900 | .07 | 182 |
| CHILD TOTAL | 26,700 | .07 | 180 |
| 6-11 | 16,500 | .08 | 180 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 100 | - | 199 |
| PERSONS 2+ | 700 | - | 197 |
| 18+ | 500 | - | 197 |
| 18-49 | 400 | - | 197 |
| 12-24 | 100 | - | 201 |
| 12-34 | 400 | - | 194 |
| 18-34 | 300 | - | 196 |
| WOMEN TOTAL | 100 | - | 197 |
| 18-49 | 100 | - | 195 |
| 12-24 | | | 200 |
| 18-34 | 100 | - | 189 |
| 25-49 | 100 | - | 190 |
| 25-54 | 100 | - | 191 |
| MEN TOTAL | 400 | - | 196 |
| 18-49 | 300 | - | 196 |
| 18-34 | 200 | - | 194 |
| 21-49 | 300 | - | 194 |
| 25-49 | 300 | .01 | 191 |
| 25-54 | 400 | .01 | 187 |
| TEENS TOTAL | 100 | - | 187 |
| CHILD TOTAL | 100 | - | 196 |
| 6-11 | | | 194 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,900 | .08 | 84 |
| PERSONS 2+ | 15,700 | .07 | 87 |
| 18+ | 10,600 | .07 | 89 |
| 18-49 | 7,400 | .06 | 93 |
| 12-24 | 3,600 | .07 | 92 |
| 12-34 | 6,200 | .05 | 95 |
| 18-34 | 4,300 | .08 | 98 |
| WOMEN TOTAL | 5,200 | .07 | 84 |
| 18-49 | 3,600 | .06 | 90 |
| 12-24 | 1,700 | .07 | 87 |
| 18-34 | 2,100 | .06 | 92 |
| 25-49 | 2,800 | .07 | 87 |
| 25-54 | 3,100 | .07 | 87 |
| MEN TOTAL | 5,300 | .07 | 92 |
| 18-49 | 3,800 | .06 | 97 |
| 18-34 | 2,200 | .05 | 104 |
| 21-49 | 3,400 | .06 | 97 |
| 25-49 | 2,900 | .06 | 93 |
| 25-54 | 3,200 | .06 | 90 |
| TEENS TOTAL | 1,900 | .08 | 81 |
| CHILD TOTAL | 3,300 | .07 | 87 |
| 6-11 | 2,000 | .08 | 87 |

# ADI MARKETS POPULATION SUMMARY

## GRAND RAPIDS-KALAMAZOO-BATTLE CREEK (MUSKEGON)

TV HOUSEHOLDS 612,700 .67 37

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,646,300 | .68 | 37 |
| 18+ | 1,225,200 | .66 | 38 |
| 18-49 | 817,700 | .68 | 37 |
| 12-24 | 324,600 | .71 | 39 |
| 12-34 | 607,200 | .69 | 38 |
| 18-34 | 460,600 | .68 | 37 |
| WOMEN TOTAL | 636,400 | .66 | 37 |
| 18-49 | 409,700 | .68 | 37 |
| 12-24 | 159,700 | .71 | 39 |
| 18-34 | 230,200 | .69 | 37 |
| 25-49 | 321,200 | .67 | 37 |
| 25-54 | 361,200 | .67 | 38 |
| MEN TOTAL | 588,800 | .67 | 37 |
| 18-49 | 408,000 | .68 | 37 |
| 18-34 | 230,400 | .68 | 37 |
| 21-49 | 370,500 | .67 | 37 |
| 25-49 | 318,500 | .67 | 37 |
| 25-54 | 357,100 | .67 | 36 |
| TEENS TOTAL | 146,600 | .73 | 39 |
| CHILD TOTAL | 274,500 | .76 | 33 |
| 6-11 | 163,100 | .76 | 33 |

TV HOUSEHOLDS 35,400 .36 68

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 106,900 | .38 | 67 |
| 18+ | 72,700 | .36 | 67 |
| 18-49 | 55,000 | .38 | 67 |
| 12-24 | 27,800 | .42 | 66 |
| 12-34 | 47,100 | .40 | 67 |
| 18-34 | 34,600 | .39 | 66 |
| WOMEN TOTAL | 37,000 | .34 | 67 |
| 18-49 | 26,900 | .35 | 66 |
| 12-24 | 12,900 | .39 | 67 |
| 18-34 | 16,700 | .37 | 67 |
| 25-49 | 19,900 | .34 | 67 |
| 25-54 | 21,900 | .34 | 67 |
| MEN TOTAL | 35,700 | .39 | 66 |
| 18-49 | 28,100 | .41 | 62 |
| 18-34 | 17,900 | .42 | 60 |
| 21-49 | 24,700 | .40 | 60 |
| 25-49 | 19,800 | .39 | 64 |
| 25-54 | 21,400 | .38 | 66 |
| TEENS TOTAL | 12,500 | .42 | 64 |
| CHILD TOTAL | 21,700 | .41 | 67 |
| 6-11 | 12,500 | .40 | 66 |

TV HOUSEHOLDS 11,500 .18 57

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 44,300 | .20 | 56 |
| 18+ | 27,300 | .18 | 56 |
| 18-49 | 22,500 | .19 | 56 |
| 12-24 | 11,500 | .21 | 55 |
| 12-34 | 19,700 | .20 | 56 |
| 18-34 | 14,600 | .19 | 58 |
| WOMEN TOTAL | 12,800 | .17 | 56 |
| 18-49 | 10,600 | .19 | 54 |
| 12-24 | 5,600 | .22 | 54 |
| 18-34 | 6,800 | .19 | 54 |
| 25-49 | 7,600 | .18 | 55 |
| 25-54 | 8,100 | .17 | 55 |
| MEN TOTAL | 14,500 | .19 | 55 |
| 18-49 | 11,900 | .19 | 56 |
| 18-34 | 7,800 | .19 | 57 |
| 21-49 | 10,500 | .19 | 56 |
| 25-49 | 8,500 | .19 | 56 |
| 25-54 | 9,300 | .19 | 56 |
| TEENS TOTAL | 5,100 | .21 | 56 |
| CHILD TOTAL | 11,900 | .26 | 51 |
| 6-11 | 6,900 | .26 | 50 |

## GREAT FALLS

TV HOUSEHOLDS 61,800 .07 182

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 161,800 | .07 | 182 |
| 18+ | 118,600 | .06 | 182 |
| 18-49 | 72,700 | .06 | 184 |
| 12-24 | 27,900 | .06 | 186 |
| 12-34 | 53,200 | .06 | 185 |
| 18-34 | 38,200 | .06 | 187 |
| WOMEN TOTAL | 60,800 | .06 | 182 |
| 18-49 | 36,000 | .06 | 183 |
| 12-24 | 13,500 | .06 | 187 |
| 18-34 | 18,900 | .06 | 186 |
| 25-49 | 29,800 | .06 | 182 |
| 25-54 | 33,900 | .06 | 182 |
| MEN TOTAL | 57,800 | .07 | 182 |
| 18-49 | 36,700 | .06 | 185 |
| 18-34 | 19,300 | .06 | 186 |
| 21-49 | 33,700 | .06 | 181 |
| 25-49 | 30,000 | .06 | 180 |
| 25-54 | 34,100 | .06 | 180 |
| TEENS TOTAL | 15,000 | .07 | 181 |
| CHILD TOTAL | 28,200 | .08 | 179 |
| 6-11 | 17,200 | .08 | 179 |

TV HOUSEHOLDS 300 - 186

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,000 | - | 194 |
| 18+ | 600 | - | 196 |
| 18-49 | 500 | - | 196 |
| 12-24 | 300 | - | 192 |
| 12-34 | 600 | .01 | 188 |
| 18-34 | 400 | - | 192 |
| WOMEN TOTAL | 200 | - | 189 |
| 18-49 | 200 | - | 188 |
| 12-24 | 100 | - | 187 |
| 18-34 | 100 | - | 189 |
| 25-49 | 200 | - | 181 |
| 25-54 | 200 | - | 181 |
| MEN TOTAL | 400 | - | 196 |
| 18-49 | 300 | - | 196 |
| 18-34 | 300 | .01 | 190 |
| 21-49 | 300 | - | 194 |
| 25-49 | 200 | - | 194 |
| 25-54 | 300 | .01 | 192 |
| TEENS TOTAL | 200 | .01 | 176 |
| CHILD TOTAL | 200 | - | 188 |
| 6-11 | | | 194 |

TV HOUSEHOLDS 500 .01 171

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,800 | .01 | 182 |
| 18+ | 1,000 | .01 | 186 |
| 18-49 | 700 | .01 | 189 |
| 12-24 | 600 | .01 | 168 |
| 12-34 | 800 | .01 | 178 |
| 18-34 | 400 | .01 | 189 |
| WOMEN TOTAL | 400 | .01 | 185 |
| 18-49 | 300 | .01 | 187 |
| 12-24 | 300 | .01 | 164 |
| 18-34 | 200 | .01 | 184 |
| 25-49 | 200 | - | 185 |
| 25-54 | 200 | - | 192 |
| MEN TOTAL | 600 | .01 | 184 |
| 18-49 | 400 | .01 | 185 |
| 18-34 | 200 | - | 188 |
| 21-49 | 400 | .01 | 179 |
| 25-49 | 300 | .01 | 181 |
| 25-54 | 400 | .01 | 175 |
| TEENS TOTAL | 400 | .02 | 144 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 200 | .01 | 173 |

## GREEN BAY-APPLETON (SURING)

TV HOUSEHOLDS 380,700 .41 67

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 996,100 | .41 | 66 |
| 18+ | 749,200 | .41 | 67 |
| 18-49 | 471,800 | .39 | 69 |
| 12-24 | 183,200 | .40 | 68 |
| 12-34 | 348,000 | .40 | 68 |
| 18-34 | 259,400 | .38 | 69 |
| WOMEN TOTAL | 387,800 | .40 | 67 |
| 18-49 | 234,500 | .39 | 69 |
| 12-24 | 90,300 | .40 | 69 |
| 18-34 | 129,300 | .39 | 70 |
| 25-49 | 187,100 | .39 | 70 |
| 25-54 | 211,000 | .39 | 69 |
| MEN TOTAL | 361,400 | .41 | 67 |
| 18-49 | 237,300 | .39 | 68 |
| 18-34 | 130,100 | .38 | 69 |
| 21-49 | 218,000 | .40 | 67 |
| 25-49 | 190,100 | .40 | 67 |
| 25-54 | 214,400 | .40 | 66 |
| TEENS TOTAL | 88,600 | .44 | 66 |
| CHILD TOTAL | 158,300 | .44 | 63 |
| 6-11 | 95,900 | .45 | 63 |

TV HOUSEHOLDS 300 - 186

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 2,200 | .01 | 177 |
| 18+ | 1,500 | .01 | 177 |
| 18-49 | 1,500 | .01 | 174 |
| 12-24 | 800 | .01 | 172 |
| 12-34 | 1,500 | .01 | 172 |
| 18-34 | 1,200 | .01 | 170 |
| WOMEN TOTAL | 300 | - | 185 |
| 18-49 | 300 | - | 182 |
| 12-24 | 100 | - | 187 |
| 18-34 | 300 | .01 | 175 |
| 25-49 | 300 | .01 | 175 |
| 25-54 | 300 | - | 176 |
| MEN TOTAL | 1,200 | .01 | 174 |
| 18-49 | 1,200 | .02 | 168 |
| 18-34 | 900 | .02 | 167 |
| 21-49 | 1,000 | .02 | 169 |
| 25-49 | 700 | .01 | 170 |
| 25-54 | 700 | .01 | 174 |
| TEENS TOTAL | 300 | .01 | 168 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 300 | .01 | 172 |

TV HOUSEHOLDS 1,800 .03 124

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 7,500 | .03 | 122 |
| 18+ | 4,700 | .03 | 125 |
| 18-49 | 3,800 | .03 | 125 |
| 12-24 | 2,200 | .04 | 116 |
| 12-34 | 3,400 | .03 | 125 |
| 18-34 | 2,600 | .03 | 128 |
| WOMEN TOTAL | 2,000 | .03 | 125 |
| 18-49 | 1,700 | .03 | 122 |
| 12-24 | 1,100 | .04 | 108 |
| 18-34 | 1,100 | .03 | 123 |
| 25-49 | 1,000 | .02 | 131 |
| 25-54 | 1,100 | .02 | 127 |
| MEN TOTAL | 2,700 | .03 | 128 |
| 18-49 | 2,100 | .03 | 127 |
| 18-34 | 1,500 | .04 | 126 |
| 21-49 | 1,800 | .03 | 126 |
| 25-49 | 1,400 | .03 | 127 |
| 25-54 | 1,600 | .03 | 122 |
| TEENS TOTAL | 800 | .03 | 112 |
| CHILD TOTAL | 2,000 | .04 | 103 |
| 6-11 | 800 | .03 | 122 |

## GREENSBORO-WINSTON SALEM-HIGH POINT (BURLINGTON, NC)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 527,400 | .57 | 48 |
| PERSONS 2+ | 1,306,400 | .54 | 50 |
| 18+ | 1,031,100 | .56 | 49 |
| 18-49 | 662,600 | .55 | 47 |
| 12-24 | 247,100 | .54 | 49 |
| 12-34 | 466,600 | .53 | 49 |
| 18-34 | 361,200 | .53 | 48 |
| WOMEN TOTAL | 547,400 | .57 | 49 |
| 18-49 | 337,700 | .56 | 47 |
| 12-24 | 123,600 | .55 | 49 |
| 18-34 | 183,000 | .55 | 47 |
| 25-49 | 265,500 | .56 | 48 |
| 25-54 | 302,900 | .56 | 47 |
| MEN TOTAL | 483,700 | .55 | 49 |
| 18-49 | 324,900 | .54 | 49 |
| 18-34 | 178,200 | .52 | 50 |
| 21-49 | 295,700 | .54 | 49 |
| 25-49 | 255,400 | .54 | 48 |
| 25-54 | 290,300 | .55 | 48 |
| TEENS TOTAL | 105,400 | .52 | 54 |
| CHILD TOTAL | 169,900 | .47 | 60 |
| 6-11 | 100,500 | .47 | 61 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 87,700 | .89 | 26 |
| PERSONS 2+ | 236,100 | .83 | 29 |
| 18+ | 175,200 | .87 | 26 |
| 18-49 | 125,400 | .86 | 25 |
| 12-24 | 57,000 | .86 | 27 |
| 12-34 | 99,300 | .84 | 27 |
| 18-34 | 75,800 | .86 | 25 |
| WOMEN TOTAL | 97,000 | .89 | 25 |
| 18-49 | 67,400 | .88 | 24 |
| 12-24 | 29,500 | .90 | 27 |
| 18-34 | 40,600 | .89 | 25 |
| 25-49 | 49,400 | .85 | 26 |
| 25-54 | 55,100 | .85 | 25 |
| MEN TOTAL | 78,200 | .85 | 27 |
| 18-49 | 58,000 | .84 | 26 |
| 18-34 | 35,200 | .83 | 27 |
| 21-49 | 51,300 | .84 | 26 |
| 25-49 | 42,500 | .83 | 26 |
| 25-54 | 47,300 | .84 | 26 |
| TEENS TOTAL | 23,500 | .78 | 35 |
| CHILD TOTAL | 37,400 | .70 | 41 |
| 6-11 | 21,500 | .69 | 41 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,000 | .05 | 100 |
| PERSONS 2+ | 10,300 | .05 | 103 |
| 18+ | 7,600 | .05 | 102 |
| 18-49 | 6,000 | .05 | 101 |
| 12-24 | 2,400 | .04 | 113 |
| 12-34 | 4,900 | .05 | 102 |
| 18-34 | 4,000 | .05 | 101 |
| WOMEN TOTAL | 2,900 | .04 | 109 |
| 18-49 | 2,500 | .04 | 104 |
| 12-24 | 900 | .03 | 113 |
| 18-34 | 1,400 | .04 | 115 |
| 25-49 | 2,100 | .05 | 95 |
| 25-54 | 2,200 | .05 | 99 |
| MEN TOTAL | 4,700 | .06 | 98 |
| 18-49 | 3,500 | .06 | 99 |
| 18-34 | 2,600 | .06 | 95 |
| 21-49 | 3,000 | .05 | 101 |
| 25-49 | 2,400 | .05 | 102 |
| 25-54 | 2,800 | .06 | 99 |
| TEENS TOTAL | 900 | .04 | 106 |
| CHILD TOTAL | 1,800 | .04 | 112 |
| 6-11 | 900 | .03 | 113 |

## GREENVILLE-NEW BERN-WASHINGTON (MOREHEAD CITY)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 225,900 | .25 | 104 |
| PERSONS 2+ | 623,000 | .26 | 101 |
| 18+ | 479,800 | .26 | 99 |
| 18-49 | 330,400 | .27 | 96 |
| 12-24 | 148,600 | .32 | 90 |
| 12-34 | 259,000 | .30 | [illegible] |
| 18-34 | 207,200 | .31 | 84 |
| WOMEN TOTAL | 236,800 | .25 | 104 |
| 18-49 | 151,400 | .25 | 101 |
| 12-24 | 62,900 | .28 | 98 |
| 18-34 | 89,800 | .27 | 100 |
| 25-49 | 113,800 | .24 | 105 |
| 25-54 | 128,800 | .24 | 105 |
| MEN TOTAL | 243,000 | .28 | 96 |
| 18-49 | 179,000 | .30 | 90 |
| 18-34 | 117,400 | .34 | 77 |
| 21-49 | 155,200 | .28 | 94 |
| 25-49 | 119,800 | .25 | 101 |
| 25-54 | 133,600 | .25 | 102 |
| TEENS TOTAL | 51,800 | .26 | 104 |
| CHILD TOTAL | 91,400 | .25 | 107 |
| 6-11 | 53,300 | .25 | 112 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 59,900 | .60 | 47 |
| PERSONS 2+ | 179,400 | .63 | 45 |
| 18+ | 127,300 | .63 | 45 |
| 18-49 | 89,300 | .61 | 46 |
| 12-24 | 45,200 | .68 | 42 |
| 12-34 | 76,300 | .65 | 45 |
| 18-34 | 56,600 | .64 | 45 |
| WOMEN TOTAL | 67,100 | .62 | 47 |
| 18-49 | 44,300 | .58 | 48 |
| 12-24 | 20,700 | .63 | 47 |
| 18-34 | 26,500 | .58 | 49 |
| 25-49 | 33,500 | .57 | 48 |
| 25-54 | 37,300 | .58 | 48 |
| MEN TOTAL | 60,200 | .65 | 43 |
| 18-49 | 45,000 | .65 | 45 |
| 18-34 | 30,100 | .71 | 38 |
| 21-49 | 38,400 | .63 | 46 |
| 25-49 | 30,300 | .59 | 48 |
| 25-54 | 33,500 | .59 | 48 |
| TEENS TOTAL | 19,700 | .66 | 45 |
| CHILD TOTAL | 32,400 | .61 | 46 |
| 6-11 | 19,300 | .62 | 45 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,100 | .05 | 98 |
| PERSONS 2+ | 13,300 | .06 | 93 |
| 18+ | 9,700 | .06 | 91 |
| 18-49 | 9,000 | .08 | 86 |
| 12-24 | 5,500 | .10 | 78 |
| 12-34 | 8,600 | .09 | 82 |
| 18-34 | 7,600 | .10 | 75 |
| WOMEN TOTAL | 3,200 | .04 | 100 |
| 18-49 | 2,900 | .05 | 96 |
| 12-24 | 1,700 | .07 | 87 |
| 18-34 | 2,100 | .06 | 92 |
| 25-49 | 1,800 | .04 | 105 |
| 25-54 | 1,900 | .04 | 106 |
| MEN TOTAL | 6,500 | .08 | 82 |
| 18-49 | 6,100 | .10 | 76 |
| 18-34 | 5,500 | .13 | 70 |
| 21-49 | 4,900 | .09 | 80 |
| 25-49 | 2,700 | .06 | 97 |
| 25-54 | 2,900 | .06 | 98 |
| TEENS TOTAL | 1,000 | .04 | 102 |
| CHILD TOTAL | 2,600 | .06 | 95 |
| 6-11 | 1,300 | .05 | 97 |

## GREENVILLE-SPARTANBURG-ASHEVILLE (TOCCOA)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 657,900 | .72 | 35 |
| PERSONS 2+ | 1,671,200 | .69 | 36 |
| 18+ | 1,304,900 | .71 | 35 |
| 18-49 | 806,700 | .67 | 38 |
| 12-24 | 319,900 | .70 | 40 |
| 12-34 | 575,500 | .66 | 41 |
| 18-34 | 434,400 | .64 | 41 |
| WOMEN TOTAL | 691,100 | .72 | 35 |
| 18-49 | 407,800 | .67 | 38 |
| 12-24 | 157,500 | .70 | 41 |
| 18-34 | 217,600 | .65 | 41 |
| 25-49 | 319,100 | .67 | 38 |
| 25-54 | 367,000 | .68 | 36 |
| MEN TOTAL | 613,800 | .69 | 36 |
| 18-49 | 398,900 | .66 | 38 |
| 18-34 | 216,800 | .64 | 39 |
| 21-49 | 359,300 | .65 | 38 |
| 25-49 | 308,800 | .65 | 38 |
| 25-54 | 352,900 | .67 | 38 |
| TEENS TOTAL | 141,100 | .70 | 40 |
| CHILD TOTAL | 225,200 | .62 | 44 |
| 6-11 | 135,700 | .63 | 44 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 82,700 | .84 | 28 |
| PERSONS 2+ | 238,000 | .84 | 28 |
| 18+ | 168,800 | .84 | 27 |
| 18-49 | 118,400 | .81 | 28 |
| 12-24 | 56,200 | .85 | 29 |
| 12-34 | 95,500 | .81 | 31 |
| 18-34 | 68,800 | .78 | 32 |
| WOMEN TOTAL | 93,700 | .86 | 27 |
| 18-49 | 63,500 | .83 | 28 |
| 12-24 | 28,300 | .86 | 28 |
| 18-34 | 36,500 | .80 | 31 |
| 25-49 | 48,100 | .83 | 28 |
| 25-54 | 53,300 | .82 | 28 |
| MEN TOTAL | 75,100 | .81 | 30 |
| 18-49 | 54,900 | .80 | 29 |
| 18-34 | 32,300 | .76 | 33 |
| 21-49 | 48,900 | .80 | 29 |
| 25-49 | 40,800 | .80 | 29 |
| 25-54 | 46,400 | .80 | 29 |
| TEENS TOTAL | 26,700 | .89 | 28 |
| CHILD TOTAL | 42,500 | .80 | 33 |
| 6-11 | 25,600 | .82 | 33 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,200 | .05 | 97 |
| PERSONS 2+ | 10,600 | .05 | 100 |
| 18+ | 7,900 | .05 | 97 |
| 18-49 | 6,500 | .05 | 97 |
| 12-24 | 2,700 | .05 | 103 |
| 12-34 | 5,400 | .05 | 100 |
| 18-34 | 4,500 | .06 | 95 |
| WOMEN TOTAL | 3,500 | .05 | 96 |
| 18-49 | 3,000 | .05 | 94 |
| 12-24 | 1,200 | .05 | 104 |
| 18-34 | 2,100 | .06 | 92 |
| 25-49 | 2,100 | .05 | 95 |
| 25-54 | 2,200 | .05 | 99 |
| MEN TOTAL | 4,400 | .06 | 101 |
| 18-49 | 3,500 | .06 | 99 |
| 18-34 | 2,500 | .06 | 97 |
| 21-49 | 3,200 | .06 | 98 |
| 25-49 | 2,500 | .05 | 100 |
| 25-54 | 2,700 | .05 | 102 |
| TEENS TOTAL | 800 | .03 | 112 |
| CHILD TOTAL | 1,900 | .04 | 109 |
| 6-11 | 1,000 | .04 | 108 |

## GREENWOOD-GREENVILLE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 73,700 | .08 | 175 |
| PERSONS 2+ | 220,100 | .09 | 174 |
| 18+ | 152,200 | .08 | 175 |
| 18-49 | 96,400 | .08 | 175 |
| 12-24 | 50,500 | .11 | 164 |
| 12-34 | 82,100 | .09 | 170 |
| 18-34 | 56,900 | .08 | 172 |
| WOMEN TOTAL | 83,200 | .09 | 173 |
| 18-49 | 50,100 | .08 | 175 |
| 12-24 | 25,500 | .11 | 162 |
| 18-34 | 29,400 | .09 | 170 |
| 25-49 | 37,200 | .08 | 175 |
| 25-54 | 42,200 | .08 | 175 |
| MEN TOTAL | 69,000 | .08 | 176 |
| 18-49 | 46,300 | .08 | 175 |
| 18-34 | 27,500 | .08 | 175 |
| 21-49 | 40,400 | .07 | 176 |
| 25-49 | 33,900 | .07 | 177 |
| 25-54 | 38,100 | .07 | 177 |
| TEENS TOTAL | 25,200 | .12 | 158 |
| CHILD TOTAL | 42,700 | .12 | 160 |
| 6-11 | 26,900 | .13 | 157 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 39,400 | .40 | 65 |
| PERSONS 2+ | 130,900 | .46 | 58 |
| 18+ | 82,800 | .41 | 63 |
| 18-49 | 56,100 | .39 | 66 |
| 12-24 | 34,800 | .53 | 53 |
| 12-34 | 53,400 | .45 | 60 |
| 18-34 | 35,400 | .40 | 65 |
| WOMEN TOTAL | 46,800 | .43 | 62 |
| 18-49 | 30,400 | .40 | 64 |
| 12-24 | 17,700 | .54 | 52 |
| 18-34 | 19,100 | .42 | 63 |
| 25-49 | 21,700 | .37 | 65 |
| 25-54 | 24,100 | .37 | 64 |
| MEN TOTAL | 36,000 | .39 | 65 |
| 18-49 | 25,700 | .37 | 68 |
| 18-34 | 16,300 | .38 | 67 |
| 21-49 | 21,800 | .36 | 69 |
| 25-49 | 17,600 | .34 | 69 |
| 25-54 | 19,300 | .34 | 69 |
| TEENS TOTAL | 18,000 | .60 | 49 |
| CHILD TOTAL | 30,100 | .56 | 52 |
| 6-11 | 18,800 | .60 | 48 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 200 | - | 197 |
| PERSONS 2+ | 1,000 | - | 197 |
| 18+ | 600 | - | 197 |
| 18-49 | 400 | - | 199 |
| 12-24 | 300 | .01 | 188 |
| 12-34 | 400 | - | 195 |
| 18-34 | 200 | - | 201 |
| WOMEN TOTAL | 200 | - | 199 |
| 18-49 | 200 | - | 195 |
| 12-24 | 100 | - | 186 |
| 18-34 | 100 | - | 197 |
| 25-49 | 200 | - | 185 |
| 25-54 | 200 | - | 192 |
| MEN TOTAL | 400 | .01 | 195 |
| 18-49 | 200 | - | 197 |
| 18-34 | 100 | - | 200 |
| 21-49 | 100 | - | 201 |
| 25-49 | 100 | - | 200 |
| 25-54 | 200 | - | 193 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 200 | - | 194 |
| 6-11 | 100 | - | 190 |

## HAGERSTOWN

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 45,200 | .05 | 192 |
| PERSONS 2+ | 119,400 | .05 | 193 |
| 18+ | 94,700 | .05 | 192 |
| 18-49 | 60,200 | .05 | 193 |
| 12-24 | 21,300 | .05 | 197 |
| 12-34 | 42,400 | .05 | 196 |
| 18-34 | 33,700 | .05 | 194 |
| WOMEN TOTAL | 47,100 | .05 | 193 |
| 18-49 | 27,700 | .05 | 196 |
| 12-24 | 9,700 | .04 | 198 |
| 18-34 | 15,000 | .04 | 197 |
| 25-49 | 22,200 | .05 | 192 |
| 25-54 | 25,400 | .05 | 192 |
| MEN TOTAL | 47,600 | .05 | 190 |
| 18-49 | 32,500 | .05 | 189 |
| 18-34 | 18,700 | .05 | 189 |
| 21-49 | 29,900 | .05 | 187 |
| 25-49 | 25,400 | .05 | 188 |
| 25-54 | 28,500 | .05 | 188 |
| TEENS TOTAL | 8,700 | .04 | 200 |
| CHILD TOTAL | 16,000 | .04 | 198 |
| 6-11 | 9,300 | .04 | 199 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,200 | .01 | 167 |
| PERSONS 2+ | 7,400 | .03 | 153 |
| 18+ | 6,300 | .03 | 151 |
| 18-49 | 5,600 | .04 | 149 |
| 12-24 | 2,000 | .03 | 151 |
| 12-34 | 4,500 | .04 | 150 |
| 18-34 | 4,200 | .05 | 143 |
| WOMEN TOTAL | 1,200 | .01 | 166 |
| 18-49 | 900 | .01 | 165 |
| 12-24 | 300 | .01 | 173 |
| 18-34 | 600 | .01 | 164 |
| 25-49 | 700 | .01 | 161 |
| 25-54 | 700 | .01 | 163 |
| MEN TOTAL | 5,100 | .06 | 137 |
| 18-49 | 4,700 | .07 | 133 |
| 18-34 | 3,600 | .08 | 129 |
| 21-49 | 4,200 | .07 | 132 |
| 25-49 | 3,200 | .06 | 133 |
| 25-54 | 3,300 | .06 | 134 |
| TEENS TOTAL | 300 | .01 | 168 |
| CHILD TOTAL | 800 | .02 | 163 |
| 6-11 | 500 | .02 | 159 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 200 | - | 197 |
| PERSONS 2+ | 900 | - | 198 |
| 18+ | 500 | - | 201 |
| 18-49 | 500 | - | 196 |
| 12-24 | 300 | .01 | 188 |
| 12-34 | 500 | - | 192 |
| 18-34 | 300 | - | 197 |
| WOMEN TOTAL | 200 | - | 199 |
| 18-49 | 200 | - | 195 |
| 12-24 | 100 | - | 186 |
| 18-34 | 100 | - | 197 |
| 25-49 | 200 | - | 185 |
| 25-54 | 200 | - | 192 |
| MEN TOTAL | 300 | - | 199 |
| 18-49 | 300 | - | 191 |
| 18-34 | 200 | - | 188 |
| 21-49 | 300 | .01 | 188 |
| 25-49 | 200 | - | 189 |
| 25-54 | 200 | - | 193 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 200 | - | 194 |
| 6-11 | | | 199 |

## HARRISBURG-YORK-LANCASTER-LEBANON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 542,900 | .59 | 47 |
| PERSONS 2+ | 1,405,900 | .58 | 46 |
| 18+ | 1,090,200 | .59 | 44 |
| 18-49 | 694,600 | .58 | 46 |
| 12-24 | 257,500 | .56 | 48 |
| 12-34 | 491,400 | .56 | 47 |
| 18-34 | 377,800 | .56 | 46 |
| WOMEN TOTAL | 570,900 | .59 | 44 |
| 18-49 | 349,500 | .58 | 45 |
| 12-24 | 128,400 | .57 | 47 |
| 18-34 | 190,200 | .57 | 45 |
| 25-49 | 276,800 | .58 | 45 |
| 25-54 | 313,300 | .58 | 45 |
| MEN TOTAL | 519,300 | .59 | 44 |
| 18-49 | 345,100 | .57 | 45 |
| 18-34 | 187,600 | .55 | 47 |
| 21-49 | 315,100 | .57 | 44 |
| 25-49 | 273,900 | .58 | 44 |
| 25-54 | 309,100 | .58 | 44 |
| TEENS TOTAL | 113,600 | .56 | 49 |
| CHILD TOTAL | 202,100 | .56 | 47 |
| 6-11 | 120,000 | .56 | 47 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 20,400 | .21 | 85 |
| PERSONS 2+ | 58,300 | .20 | 86 |
| 18+ | 40,700 | .20 | 84 |
| 18-49 | 30,100 | .21 | 83 |
| 12-24 | 13,500 | .20 | 89 |
| 12-34 | 24,100 | .20 | 87 |
| 18-34 | 18,200 | .21 | 86 |
| WOMEN TOTAL | 21,300 | .20 | 85 |
| 18-49 | 15,300 | .20 | 84 |
| 12-24 | 6,700 | .20 | 89 |
| 18-34 | 9,200 | .20 | 84 |
| 25-49 | 11,400 | .20 | 83 |
| 25-54 | 12,700 | .20 | 84 |
| MEN TOTAL | 19,400 | .21 | 84 |
| 18-49 | 14,800 | .21 | 84 |
| 18-34 | 9,000 | .21 | 87 |
| 21-49 | 13,100 | .21 | 83 |
| 25-49 | 11,100 | .22 | 81 |
| 25-54 | 12,100 | .21 | 81 |
| TEENS TOTAL | 5,900 | .20 | 89 |
| CHILD TOTAL | 11,700 | .22 | 87 |
| 6-11 | 6,700 | .21 | 88 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 9,400 | .15 | 64 |
| PERSONS 2+ | 33,000 | .15 | 61 |
| 18+ | 20,600 | .14 | 65 |
| 18-49 | 16,700 | .14 | 64 |
| 12-24 | 8,700 | .16 | 61 |
| 12-34 | 14,900 | .15 | 63 |
| 18-34 | 10,900 | .14 | 63 |
| WOMEN TOTAL | 10,200 | .14 | 63 |
| 18-49 | 8,200 | .14 | 63 |
| 12-24 | 4,300 | .17 | 59 |
| 18-34 | 5,300 | .15 | 63 |
| 25-49 | 5,800 | .14 | 64 |
| 25-54 | 6,400 | .14 | 62 |
| MEN TOTAL | 10,400 | .13 | 68 |
| 18-49 | 8,500 | .14 | 68 |
| 18-34 | 5,600 | .14 | 68 |
| 21-49 | 7,500 | .13 | 68 |
| 25-49 | 6,200 | .14 | 67 |
| 25-54 | 6,800 | .14 | 66 |
| TEENS TOTAL | 4,000 | .17 | 61 |
| CHILD TOTAL | 8,400 | .18 | 60 |
| 6-11 | 4,600 | .17 | 60 |

# ADI MARKETS POPULATION SUMMARY

## HARRISONBURG

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 88,000 | .10 | 167 |
| PERSONS 2+ | 234,400 | .10 | 168 |
| 18+ | 185,500 | .10 | 165 |
| 18-49 | 118,700 | .10 | 165 |
| 12-24 | 48,500 | .11 | 166 |
| 12-34 | 85,500 | .10 | 167 |
| 18-34 | 67,400 | .10 | 165 |
| WOMEN TOTAL | 96,400 | .10 | 165 |
| 18-49 | 59,100 | .10 | 163 |
| 12-24 | 24,500 | .11 | 165 |
| 18-34 | 33,600 | .10 | 164 |
| 25-49 | 43,500 | .09 | 166 |
| 25-54 | 49,800 | .09 | 166 |
| MEN TOTAL | 89,100 | .10 | 166 |
| 18-49 | 59,600 | .10 | 166 |
| 18-34 | 33,800 | .10 | 165 |
| 21-49 | 53,100 | .10 | 167 |
| 25-49 | 44,800 | .09 | 165 |
| 25-54 | 50,900 | .10 | 165 |
| TEENS TOTAL | 15,100 | .09 | 174 |
| CHILD TOTAL | 30,800 | .09 | 174 |
| 6-11 | 18,600 | .09 | 174 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,300 | .03 | 143 |
| PERSONS 2+ | 10,300 | .04 | 145 |
| 18+ | 8,300 | .04 | 141 |
| 18-49 | 6,400 | .04 | 144 |
| 12-24 | 3,000 | .05 | 142 |
| 12-34 | 5,000 | .04 | 145 |
| 18-34 | 4,200 | .05 | 143 |
| WOMEN TOTAL | 3,900 | .04 | 139 |
| 18-49 | 2,800 | .04 | 137 |
| 12-24 | 1,400 | .04 | 136 |
| 18-34 | 1,900 | .04 | 137 |
| 25-49 | 1,700 | .03 | 141 |
| 25-54 | 1,800 | .03 | 141 |
| MEN TOTAL | 4,400 | .05 | 147 |
| 18-49 | 3,600 | .05 | 144 |
| 18-34 | 2,300 | .05 | 144 |
| 21-49 | 3,200 | .05 | 142 |
| 25-49 | 2,500 | .05 | 144 |
| 25-54 | 2,600 | .05 | 146 |
| TEENS TOTAL | 800 | .03 | 148 |
| CHILD TOTAL | 1,200 | .02 | 152 |
| 6-11 | 700 | .02 | 151 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 500 | .01 | 171 |
| PERSONS 2+ | 1,900 | .01 | 179 |
| 18+ | 1,400 | .01 | 172 |
| 18-49 | 1,300 | .01 | 168 |
| 12-24 | 800 | .01 | 161 |
| 12-34 | 1,200 | .01 | 167 |
| 18-34 | 1,100 | .01 | 157 |
| WOMEN TOTAL | 600 | .01 | 170 |
| 18-49 | 600 | .01 | 164 |
| 12-24 | 400 | .02 | 151 |
| 18-34 | 500 | .01 | 155 |
| 25-49 | 300 | .01 | 175 |
| 25-54 | 300 | .01 | 176 |
| MEN TOTAL | 800 | .01 | 175 |
| 18-49 | 700 | .01 | 170 |
| 18-34 | 600 | .01 | 159 |
| 21-49 | 700 | .01 | 161 |
| 25-49 | 300 | .01 | 181 |
| 25-54 | 300 | .01 | 184 |
| TEENS TOTAL | 100 | - | 186 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 200 | .01 | 173 |

## HARTFORD-NEW HAVEN (NEW LONDON)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 925,600 | 1.01 | 24 |
| PERSONS 2+ | 2,381,500 | .99 | 24 |
| 18+ | 1,888,900 | 1.02 | 24 |
| 18-49 | 1,227,500 | 1.02 | 24 |
| 12-24 | 430,400 | .94 | 25 |
| 12-34 | 857,500 | .98 | 24 |
| 18-34 | 684,300 | 1.01 | 23 |
| WOMEN TOTAL | 987,400 | 1.03 | 22 |
| 18-49 | 613,600 | 1.02 | 24 |
| 12-24 | 210,100 | .94 | 25 |
| 18-34 | 338,200 | 1.01 | 24 |
| 25-49 | 488,100 | 1.02 | 24 |
| 25-54 | 548,000 | 1.02 | 24 |
| MEN TOTAL | 901,500 | 1.02 | 24 |
| 18-49 | 613,900 | 1.02 | 24 |
| 18-34 | 346,100 | 1.02 | 23 |
| 21-49 | 561,400 | 1.02 | 24 |
| 25-49 | 482,200 | 1.02 | 24 |
| 25-54 | 539,200 | 1.02 | 24 |
| TEENS TOTAL | 173,200 | .86 | 27 |
| CHILD TOTAL | 319,400 | .88 | 27 |
| 6-11 | 184,100 | .86 | 29 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 54,300 | .65 | 44 |
| PERSONS 2+ | 181,800 | .64 | 43 |
| 18+ | 130,000 | .66 | 43 |
| 18-49 | 99,300 | .68 | 38 |
| 12-24 | 44,600 | .68 | 43 |
| 12-34 | 79,800 | .68 | 42 |
| 18-34 | 61,700 | .70 | 38 |
| WOMEN TOTAL | 69,200 | .63 | 44 |
| 18-49 | 51,600 | .68 | 41 |
| 12-24 | 22,100 | .67 | 42 |
| 18-34 | 31,400 | .69 | 39 |
| 25-49 | 38,400 | .66 | 41 |
| 25-54 | 42,800 | .66 | 41 |
| MEN TOTAL | 60,800 | .66 | 42 |
| 18-49 | 47,700 | .69 | 38 |
| 18-34 | 30,300 | .71 | 36 |
| 21-49 | 42,000 | .69 | 37 |
| 25-49 | 34,400 | .67 | 36 |
| 25-54 | 37,800 | .67 | 37 |
| TEENS TOTAL | 18,100 | .60 | 45 |
| CHILD TOTAL | 33,700 | .63 | 45 |
| 6-11 | 19,100 | .61 | 47 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 44,200 | .71 | 25 |
| PERSONS 2+ | 144,700 | .68 | 26 |
| 18+ | 94,800 | .62 | 26 |
| 18-49 | 77,900 | .65 | 26 |
| 12-24 | 38,200 | .70 | 25 |
| 12-34 | 67,500 | .67 | 25 |
| 18-34 | 50,700 | .66 | 25 |
| WOMEN TOTAL | 49,100 | .66 | 26 |
| 18-49 | 39,800 | .70 | 25 |
| 12-24 | 19,100 | .74 | 24 |
| 18-34 | 25,600 | .72 | 25 |
| 25-49 | 29,200 | .69 | 26 |
| 25-54 | 31,500 | .67 | 26 |
| MEN TOTAL | 45,700 | .59 | 28 |
| 18-49 | 38,100 | .61 | 28 |
| 18-34 | 25,100 | .61 | 27 |
| 21-49 | 33,500 | .60 | 28 |
| 25-49 | 27,300 | .60 | 28 |
| 25-54 | 29,700 | .60 | 28 |
| TEENS TOTAL | 16,800 | .70 | 26 |
| CHILD TOTAL | 33,100 | .72 | 25 |
| 6-11 | 19,200 | .72 | 26 |

## HELENA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 18,300 | .02 | 208 |
| PERSONS 2+ | 45,300 | .02 | 208 |
| 18+ | 33,700 | .02 | 208 |
| 18-49 | 22,200 | .02 | 208 |
| 12-24 | 7,800 | .02 | 208 |
| 12-34 | 14,900 | .02 | 208 |
| 18-34 | 10,800 | .02 | 208 |
| WOMEN TOTAL | 17,500 | .02 | 208 |
| 18-49 | 11,200 | .02 | 208 |
| 12-24 | 3,900 | .02 | 208 |
| 18-34 | 5,600 | .02 | 208 |
| 25-49 | 9,300 | .02 | 208 |
| 25-54 | 10,600 | .02 | 208 |
| MEN TOTAL | 16,200 | .02 | 208 |
| 18-49 | 11,000 | .02 | 208 |
| 18-34 | 5,200 | .02 | 208 |
| 21-49 | 10,100 | .02 | 208 |
| 25-49 | 9,200 | .02 | 208 |
| 25-54 | 10,400 | .02 | 208 |
| TEENS TOTAL | 4,100 | .02 | 208 |
| CHILD TOTAL | 7,500 | .02 | 208 |
| 6-11 | 4,600 | .02 | 209 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | | | 203 |
| PERSONS 2+ | 100 | - | 204 |
| 18+ | 100 | - | 204 |
| 18-49 | 100 | - | 204 |
| 12-24 | | | 203 |
| 12-34 | | | 204 |
| 18-34 | | | 204 |
| WOMEN TOTAL | | | 202 |
| 18-49 | | | 202 |
| 12-24 | | | 200 |
| 18-34 | | | 199 |
| 25-49 | | | 198 |
| 25-54 | | | 200 |
| MEN TOTAL | 100 | - | 203 |
| 18-49 | 100 | - | 202 |
| 18-34 | | | 204 |
| 21-49 | 100 | - | 201 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 199 |
| TEENS TOTAL | | | 197 |
| CHILD TOTAL | | | 200 |
| 6-11 | | | 194 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 200 | - | 197 |
| PERSONS 2+ | 600 | - | 202 |
| 18+ | 400 | - | 204 |
| 18-49 | 400 | - | 199 |
| 12-24 | 100 | - | 206 |
| 12-34 | 200 | - | 205 |
| 18-34 | 200 | - | 201 |
| WOMEN TOTAL | 200 | - | 199 |
| 18-49 | 200 | - | 195 |
| 12-24 | 100 | - | 186 |
| 18-34 | 100 | - | 197 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 201 |
| MEN TOTAL | 200 | - | 205 |
| 18-49 | 200 | - | 197 |
| 18-34 | 100 | - | 200 |
| 21-49 | 200 | - | 194 |
| 25-49 | 200 | - | 189 |
| 25-54 | 200 | - | 193 |
| TEENS TOTAL | | | 195 |
| CHILD TOTAL | 200 | - | 194 |
| 6-11 | 100 | - | 190 |

# ADI MARKETS POPULATION SUMMARY

## HOUSTON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,452,000 | 1.58 | 11 |
| PERSONS 2+ | 3,916,300 | 1.63 | 10 |
| 18+ | 2,886,200 | 1.56 | 11 |
| 18-49 | 2,106,900 | 1.74 | 10 |
| 12-24 | 770,500 | 1.68 | 10 |
| 12-34 | 1,534,400 | 1.75 | 10 |
| 18-34 | 1,176,100 | 1.74 | 10 |
| WOMEN TOTAL | 1,460,000 | 1.52 | 12 |
| 18-49 | 1,035,500 | 1.71 | 11 |
| 12-24 | 376,000 | 1.68 | 10 |
| 18-34 | 575,800 | 1.72 | 11 |
| 25-49 | 834,200 | 1.74 | 11 |
| 25-54 | 925,000 | 1.71 | 11 |
| MEN TOTAL | 1,426,200 | 1.61 | 10 |
| 18-49 | 1,071,400 | 1.78 | 10 |
| 18-34 | 600,300 | 1.76 | 10 |
| 21-49 | 986,700 | 1.79 | 10 |
| 25-49 | 860,500 | 1.82 | 10 |
| 25-54 | 951,400 | 1.79 | 10 |
| TEENS TOTAL | 358,300 | 1.78 | 9 |
| CHILD TOTAL | 671,800 | 1.86 | 8 |
| 6-11 | 396,900 | 1.85 | 8 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 240,600 | 2.43 | 8 |
| PERSONS 2+ | 678,600 | 2.38 | 8 |
| 18+ | 479,000 | 2.38 | 8 |
| 18-49 | 361,900 | 2.49 | 8 |
| 12-24 | 154,000 | 2.33 | 8 |
| 12-34 | 287,600 | 2.44 | 8 |
| 18-34 | 216,600 | 2.46 | 8 |
| WOMEN TOTAL | 254,200 | 2.33 | 8 |
| 18-49 | 187,400 | 2.45 | 8 |
| 12-24 | 77,300 | 2.35 | 8 |
| 18-34 | 111,300 | 2.45 | 8 |
| 25-49 | 145,100 | 2.49 | 8 |
| 25-54 | 158,900 | 2.45 | 8 |
| MEN TOTAL | 224,800 | 2.43 | 8 |
| 18-49 | 174,500 | 2.53 | 8 |
| 18-34 | 105,300 | 2.47 | 8 |
| 21-49 | 156,900 | 2.56 | 8 |
| 25-49 | 133,800 | 2.62 | 8 |
| 25-54 | 146,000 | 2.58 | 8 |
| TEENS TOTAL | 71,000 | 2.37 | 9 |
| CHILD TOTAL | 128,600 | 2.41 | 8 |
| 6-11 | 75,700 | 2.42 | 8 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 228,500 | 3.67 | 7 |
| PERSONS 2+ | 821,500 | 3.69 | 6 |
| 18+ | 541,800 | 3.56 | 6 |
| 18-49 | 453,200 | 3.80 | 6 |
| 12-24 | 203,400 | 3.70 | 5 |
| 12-34 | 385,500 | 3.83 | 6 |
| 18-34 | 293,200 | 3.83 | 6 |
| WOMEN TOTAL | 254,600 | 3.41 | 7 |
| 18-49 | 207,700 | 3.66 | 6 |
| 12-24 | 95,800 | 3.69 | 6 |
| 18-34 | 132,600 | 3.73 | 6 |
| 25-49 | 156,800 | 3.68 | 6 |
| 25-54 | 168,300 | 3.60 | 6 |
| MEN TOTAL | 287,200 | 3.70 | 6 |
| 18-49 | 245,500 | 3.92 | 6 |
| 18-34 | 160,600 | 3.92 | 5 |
| 21-49 | 222,400 | 3.98 | 6 |
| 25-49 | 185,300 | 4.04 | 6 |
| 25-54 | 197,900 | 3.97 | 6 |
| TEENS TOTAL | 92,300 | 3.85 | 4 |
| CHILD TOTAL | 187,400 | 4.05 | 4 |
| 6-11 | 108,500 | 4.07 | 4 |

## HUNTSVILLE-DECATUR-FLORENCE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 285,400 | .31 | 88 |
| PERSONS 2+ | 726,900 | .30 | 90 |
| 18+ | 560,200 | .30 | 88 |
| 18-49 | 360,000 | .30 | 89 |
| 12-24 | 138,900 | .30 | 93 |
| 12-34 | 263,100 | .30 | 91 |
| 18-34 | 200,100 | .30 | 91 |
| WOMEN TOTAL | 292,700 | .30 | 89 |
| 18-49 | 180,800 | .30 | 89 |
| 12-24 | 68,300 | .30 | 93 |
| 18-34 | 99,500 | .30 | 90 |
| 25-49 | 143,100 | .30 | 85 |
| 25-54 | 164,700 | .31 | 84 |
| MEN TOTAL | 267,500 | .30 | 88 |
| 18-49 | 179,200 | .30 | 88 |
| 18-34 | 100,600 | .30 | 93 |
| 21-49 | 163,200 | .30 | 87 |
| 25-49 | 141,000 | .30 | 85 |
| 25-54 | 161,300 | .30 | 84 |
| TEENS TOTAL | 63,000 | .31 | 91 |
| CHILD TOTAL | 103,700 | .29 | 93 |
| 6-11 | 62,500 | .29 | 92 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 30,900 | .31 | 74 |
| PERSONS 2+ | 89,800 | .32 | 74 |
| 18+ | 64,200 | .32 | 71 |
| 18-49 | 47,600 | .33 | 70 |
| 12-24 | 23,700 | .36 | 68 |
| 12-34 | 40,000 | .34 | 69 |
| 18-34 | 30,300 | .34 | 70 |
| WOMEN TOTAL | 34,800 | .32 | 71 |
| 18-49 | 25,000 | .33 | 69 |
| 12-24 | 12,100 | .37 | 68 |
| 18-34 | 15,800 | .35 | 68 |
| 25-49 | 17,700 | .30 | 71 |
| 25-54 | 19,600 | .30 | 72 |
| MEN TOTAL | 29,400 | .32 | 72 |
| 18-49 | 22,600 | .33 | 71 |
| 18-34 | 14,500 | .34 | 71 |
| 21-49 | 19,500 | .32 | 71 |
| 25-49 | 15,900 | .31 | 72 |
| 25-54 | 17,500 | .31 | 71 |
| TEENS TOTAL | 9,700 | .32 | 74 |
| CHILD TOTAL | 15,900 | .30 | 77 |
| 6-11 | 9,500 | .30 | 77 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,700 | .03 | 127 |
| PERSONS 2+ | 5,100 | .02 | 141 |
| 18+ | 3,700 | .02 | 137 |
| 18-49 | 2,900 | .02 | 140 |
| 12-24 | 1,300 | .02 | 138 |
| 12-34 | 2,400 | .02 | 142 |
| 18-34 | 1,900 | .02 | 140 |
| WOMEN TOTAL | 1,700 | .02 | 130 |
| 18-49 | 1,400 | .02 | 131 |
| 12-24 | 500 | .02 | 142 |
| 18-34 | 900 | .03 | 129 |
| 25-49 | 1,000 | .02 | 131 |
| 25-54 | 1,100 | .02 | 127 |
| MEN TOTAL | 2,000 | .03 | 138 |
| 18-49 | 1,500 | .02 | 141 |
| 18-34 | 1,000 | .02 | 140 |
| 21-49 | 1,200 | .02 | 142 |
| 25-49 | 1,100 | .02 | 140 |
| 25-54 | 1,100 | .02 | 144 |
| TEENS TOTAL | 500 | .02 | 136 |
| CHILD TOTAL | 900 | .02 | 140 |
| 6-11 | 600 | .02 | 136 |

## IDAHO FALLS-POCATELLO

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 104,800 | .11 | 160 |
| PERSONS 2+ | 310,200 | .13 | 155 |
| 18+ | 209,300 | .11 | 160 |
| 18-49 | 141,400 | .12 | 156 |
| 12-24 | 69,400 | .15 | 148 |
| 12-34 | 115,600 | .13 | 149 |
| 18-34 | 78,700 | .12 | 156 |
| WOMEN TOTAL | 106,000 | .11 | 161 |
| 18-49 | 69,900 | .12 | 156 |
| 12-24 | 33,900 | .15 | 148 |
| 18-34 | 39,100 | .12 | 156 |
| 25-49 | 53,800 | .11 | 156 |
| 25-54 | 60,600 | .11 | 156 |
| MEN TOTAL | 103,300 | .12 | 157 |
| 18-49 | 71,500 | .12 | 156 |
| 18-34 | 39,600 | .12 | 156 |
| 21-49 | 64,200 | .12 | 156 |
| 25-49 | 55,100 | .12 | 156 |
| 25-54 | 61,800 | .12 | 156 |
| TEENS TOTAL | 36,900 | .18 | 136 |
| CHILD TOTAL | 64,000 | .18 | 135 |
| 6-11 | 40,800 | .19 | 134 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 300 | - | 186 |
| PERSONS 2+ | 700 | - | 197 |
| 18+ | 400 | - | 199 |
| 18-49 | 400 | - | 197 |
| 12-24 | 200 | - | 195 |
| 12-34 | 400 | - | 194 |
| 18-34 | 200 | - | 198 |
| WOMEN TOTAL | 200 | - | 189 |
| 18-49 | 200 | - | 188 |
| 12-24 | | | 200 |
| 18-34 | 100 | - | 189 |
| 25-49 | 200 | - | 181 |
| 25-54 | 200 | - | 181 |
| MEN TOTAL | 200 | - | 199 |
| 18-49 | 200 | - | 198 |
| 18-34 | 100 | - | 199 |
| 21-49 | 200 | - | 197 |
| 25-49 | 200 | - | 194 |
| 25-54 | 200 | - | 195 |
| TEENS TOTAL | 200 | .01 | 176 |
| CHILD TOTAL | 100 | - | 196 |
| 6-11 | | | 194 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 5,400 | .09 | 81 |
| PERSONS 2+ | 20,200 | .09 | 78 |
| 18+ | 12,000 | .08 | 81 |
| 18-49 | 10,500 | .09 | 78 |
| 12-24 | 5,700 | .10 | 76 |
| 12-34 | 10,000 | .10 | 76 |
| 18-34 | 7,100 | .09 | 78 |
| WOMEN TOTAL | 4,900 | .07 | 86 |
| 18-49 | 4,200 | .07 | 82 |
| 12-24 | 2,600 | .10 | 77 |
| 18-34 | 2,900 | .08 | 81 |
| 25-49 | 3,100 | .07 | 83 |
| 25-54 | 3,300 | .07 | 83 |
| MEN TOTAL | 7,100 | .09 | 78 |
| 18-49 | 6,300 | .10 | 75 |
| 18-34 | 4,200 | .10 | 77 |
| 21-49 | 5,600 | .10 | 75 |
| 25-49 | 4,600 | .10 | 76 |
| 25-54 | 4,900 | .10 | 77 |
| TEENS TOTAL | 2,900 | .12 | 72 |
| CHILD TOTAL | 5,300 | .11 | 75 |
| 6-11 | 3,000 | .11 | 76 |

# ADI MARKETS POPULATION SUMMARY

## INDIANAPOLIS (MARION)

| TV HOUSEHOLDS | 863,200 | .93 | 26 |
|---|---|---|---|
| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 2,184,800 | .91 | 26 |
| 18+ | 1,672,100 | .91 | 26 |
| 18-49 | 1,099,800 | .91 | 25 |
| 12-24 | 432,400 | .94 | 24 |
| 12-34 | 808,500 | .92 | 25 |
| 18-34 | 618,900 | .92 | 26 |
| WOMEN TOTAL | 882,400 | .92 | 26 |
| 18-49 | 559,400 | .93 | 25 |
| 12-24 | 215,900 | .96 | 24 |
| 18-34 | 313,900 | .94 | 25 |
| 25-49 | 436,200 | .91 | 25 |
| 25-54 | 493,800 | .92 | 26 |
| MEN TOTAL | 789,700 | .89 | 26 |
| 18-49 | 540,400 | .90 | 26 |
| 18-34 | 305,000 | .90 | 26 |
| 21-49 | 490,000 | .89 | 27 |
| 25-49 | 420,800 | .89 | 27 |
| 25-54 | 476,300 | .90 | 27 |
| TEENS TOTAL | 189,800 | .94 | 23 |
| CHILD TOTAL | 323,100 | .89 | 26 |
| 6-11 | 193,200 | .90 | 26 |

| TV HOUSEHOLDS | 73,400 | .74 | 36 |
|---|---|---|---|
| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 197,100 | .69 | 42 |
| 18+ | 139,200 | .69 | 37 |
| 18-49 | 98,200 | .68 | 40 |
| 12-24 | 45,500 | .69 | 40 |
| 12-34 | 81,200 | .69 | 41 |
| 18-34 | 59,900 | .68 | 41 |
| WOMEN TOTAL | 75,800 | .70 | 39 |
| 18-49 | 52,100 | .68 | 38 |
| 12-24 | 22,800 | .69 | 41 |
| 18-34 | 31,500 | .69 | 38 |
| 25-49 | 39,800 | .68 | 39 |
| 25-54 | 44,400 | .69 | 38 |
| MEN TOTAL | 63,400 | .69 | 37 |
| 18-49 | 46,100 | .67 | 43 |
| 18-34 | 28,400 | .67 | 44 |
| 21-49 | 40,900 | .67 | 44 |
| 25-49 | 34,200 | .67 | 38 |
| 25-54 | 38,000 | .67 | 36 |
| TEENS TOTAL | 21,300 | .71 | 41 |
| CHILD TOTAL | 36,600 | .69 | 42 |
| 6-11 | 21,500 | .69 | 41 |

| TV HOUSEHOLDS | 5,900 | .09 | 77 |
|---|---|---|---|
| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 20,400 | .09 | 77 |
| 18+ | 14,100 | .09 | 77 |
| 18-49 | 11,400 | .10 | 76 |
| 12-24 | 5,500 | .10 | 78 |
| 12-34 | 9,300 | .09 | 78 |
| 18-34 | 7,800 | .10 | 75 |
| WOMEN TOTAL | 6,800 | .09 | 78 |
| 18-49 | 5,500 | .10 | 75 |
| 12-24 | 2,600 | .10 | 77 |
| 18-34 | 3,500 | .10 | 75 |
| 25-49 | 3,800 | .09 | 76 |
| 25-54 | 4,200 | .09 | 76 |
| MEN TOTAL | 7,300 | .09 | 77 |
| 18-49 | 5,900 | .09 | 79 |
| 18-34 | 4,100 | .10 | .78 |
| 21-49 | 5,100 | .09 | 78 |
| 25-49 | 3,800 | .08 | 80 |
| 25-54 | 4,100 | .08 | 81 |
| TEENS TOTAL | 1,700 | .07 | 84 |
| CHILD TOTAL | 4,600 | .10 | 78 |
| 6-11 | 2,700 | .10 | 77 |

## JACKSON, MS

| TV HOUSEHOLDS | 276,100 | .30 | 89 |
|---|---|---|---|
| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 760,000 | .32 | 86 |
| 18+ | 554,300 | .30 | 89 |
| 18-49 | 357,400 | .30 | 91 |
| 12-24 | 158,700 | .35 | 83 |
| 12-34 | 279,900 | .32 | 83 |
| 18-34 | 202,300 | .30 | 90 |
| WOMEN TOTAL | 300,600 | .31 | 86 |
| 18-49 | 186,800 | .31 | 83 |
| 12-24 | 79,800 | .36 | 79 |
| 18-34 | 105,800 | .32 | 82 |
| 25-49 | 144,800 | .30 | 84 |
| 25-54 | 164,500 | .30 | 86 |
| MEN TOTAL | 253,700 | .29 | 91 |
| 18-49 | 170,600 | .28 | 96 |
| 18-34 | 96,500 | .28 | 96 |
| 21-49 | 152,400 | .28 | 96 |
| 25-49 | 131,500 | .28 | 93 |
| 25-54 | 148,600 | .28 | 91 |
| TEENS TOTAL | 77,600 | .38 | 73 |
| CHILD TOTAL | 128,100 | .35 | 75 |
| 6-11 | 79,300 | .37 | 75 |

| TV HOUSEHOLDS | 107,300 | 1.08 | 22 |
|---|---|---|---|
| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 332,300 | 1.17 | 21 |
| 18+ | 222,200 | 1.10 | 21 |
| 18-49 | 155,200 | 1.07 | 21 |
| 12-24 | 84,400 | 1.28 | 19 |
| 12-34 | 137,700 | 1.17 | 20 |
| 18-34 | 96,400 | 1.09 | 21 |
| WOMEN TOTAL | 124,600 | 1.14 | 21 |
| 18-49 | 84,900 | 1.11 | 21 |
| 12-24 | 43,500 | 1.32 | 19 |
| 18-34 | 52,600 | 1.16 | 20 |
| 25-49 | 61,900 | 1.06 | 21 |
| 25-54 | 68,800 | 1.06 | 21 |
| MEN TOTAL | 97,600 | 1.06 | 21 |
| 18-49 | 70,300 | 1.02 | 22 |
| 18-34 | 43,800 | 1.03 | 22 |
| 21-49 | 60,700 | .99 | 22 |
| 25-49 | 50,200 | .98 | 22 |
| 25-54 | 55,400 | .98 | 22 |
| TEENS TOTAL | 41,300 | 1.38 | 19 |
| CHILD TOTAL | 68,800 | 1.29 | 19 |
| 6-11 | 42,700 | 1.37 | 19 |

| TV HOUSEHOLDS | 700 | .01 | 158 |
|---|---|---|---|
| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 2,500 | .01 | 164 |
| 18+ | 1,900 | .01 | 162 |
| 18-49 | 1,200 | .01 | 171 |
| 12-24 | 500 | .01 | 177 |
| 12-34 | 1,000 | .01 | 173 |
| 18-34 | 800 | .01 | 171 |
| WOMEN TOTAL | 800 | .01 | 159 |
| 18-49 | 700 | .01 | 158 |
| 12-24 | 300 | .01 | 164 |
| 18-34 | 400 | .01 | 166 |
| 25-49 | 500 | .01 | 158 |
| 25-54 | 500 | .01 | 160 |
| MEN TOTAL | 1,100 | .01 | 162 |
| 18-49 | 500 | .01 | 178 |
| 18-34 | 400 | .01 | 173 |
| 21-49 | 400 | .01 | 179 |
| 25-49 | 400 | .01 | 171 |
| 25-54 | 400 | .01 | 175 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 200 | .01 | 173 |

## JACKSON, TN

| TV HOUSEHOLDS | 57,400 | .06 | 183 |
|---|---|---|---|
| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 146,200 | .06 | 185 |
| 18+ | 112,100 | .06 | 185 |
| 18-49 | 68,100 | .06 | 187 |
| 12-24 | 27,700 | .06 | 187 |
| 12-34 | 49,800 | .06 | 187 |
| 18-34 | 36,900 | .05 | 189 |
| WOMEN TOTAL | 60,200 | .06 | 184 |
| 18-49 | 35,000 | .06 | 185 |
| 12-24 | 13,900 | .06 | 186 |
| 18-34 | 18,900 | .06 | 186 |
| 25-49 | 27,500 | .06 | 183 |
| 25-54 | 31,400 | .06 | 184 |
| MEN TOTAL | 51,900 | .06 | 185 |
| 18-49 | 33,100 | .05 | 187 |
| 18-34 | 18,000 | .05 | 191 |
| 21-49 | 29,700 | .05 | 188 |
| 25-49 | 25,800 | .05 | 187 |
| 25-54 | 29,400 | .06 | 187 |
| TEENS TOTAL | 12,900 | .06 | 184 |
| CHILD TOTAL | 21,200 | .06 | 186 |
| 6-11 | 13,100 | .06 | 184 |

| TV HOUSEHOLDS | 10,500 | .11 | 111 |
|---|---|---|---|
| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 29,000 | .10 | 113 |
| 18+ | 20,300 | .10 | 113 |
| 18-49 | 13,700 | .09 | 116 |
| 12-24 | 7,000 | .11 | 114 |
| 12-34 | 11,800 | .10 | 115 |
| 18-34 | 8,500 | .10 | 118 |
| WOMEN TOTAL | 11,500 | .11 | 110 |
| 18-49 | 7,600 | .10 | 111 |
| 12-24 | 3,700 | .11 | 111 |
| 18-34 | 4,700 | .10 | 112 |
| 25-49 | 5,600 | .10 | 111 |
| 25-54 | 6,300 | .10 | 112 |
| MEN TOTAL | 8,800 | .10 | 118 |
| 18-49 | 6,100 | .09 | 124 |
| 18-34 | 3,800 | .09 | 127 |
| 21-49 | 5,200 | .08 | 125 |
| 25-49 | 4,400 | .09 | 124 |
| 25-54 | 4,900 | .09 | 124 |
| TEENS TOTAL | 3,300 | .11 | 113 |
| CHILD TOTAL | 5,400 | .10 | 117 |
| 6-11 | 3,100 | .10 | 115 |

| TV HOUSEHOLDS | 100 | - | 202 |
|---|---|---|---|
| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 500 | - | 204 |
| 18+ | 400 | - | 204 |
| 18-49 | 200 | - | 207 |
| 12-24 | 100 | - | 206 |
| 12-34 | 100 | - | 210 |
| 18-34 | | | 210 |
| WOMEN TOTAL | 100 | - | 207 |
| 18-49 | 100 | - | 207 |
| 12-24 | | | 206 |
| 18-34 | | | 210 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 201 |
| MEN TOTAL | 300 | - | 199 |
| 18-49 | 100 | - | 204 |
| 18-34 | | | 210 |
| 21-49 | 100 | - | 201 |
| 25-49 | 100 | - | 200 |
| 25-54 | 100 | - | 201 |
| TEENS TOTAL | 100 | - | 186 |
| CHILD TOTAL | | | 206 |
| 6-11 | | | 199 |

## JACKSONVILLE (BRUNSWICK)

TV HOUSEHOLDS 471,500 .51 54

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,223,300 | .51 | 55 |
| 18+ | 929,800 | .50 | 55 |
| 18-49 | 622,300 | .52 | 52 |
| 12-24 | 231,600 | .50 | 56 |
| 12-34 | 453,400 | .52 | 50 |
| 18-34 | 350,300 | .52 | 50 |
| WOMEN TOTAL | 476,600 | .50 | 55 |
| 18-49 | 306,900 | .51 | 53 |
| 12-24 | 111,400 | .50 | 56 |
| 18-34 | 169,600 | .51 | 53 |
| 25-49 | 246,100 | .51 | 52 |
| 25-54 | 276,500 | .51 | 52 |
| MEN TOTAL | 451,200 | .51 | 55 |
| 18-49 | 315,400 | .52 | 51 |
| 18-34 | 180,700 | .53 | 48 |
| 21-49 | 286,600 | .52 | 50 |
| 25-49 | 247,700 | .52 | 50 |
| 25-54 | 277,000 | .52 | 50 |
| TEENS TOTAL | 103,100 | .51 | 56 |
| CHILD TOTAL | 190,400 | .53 | 50 |
| 6-11 | 110,900 | .52 | 52 |

TV HOUSEHOLDS 83,700 .85 27

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 240,800 | .85 | 26 |
| 18+ | 167,000 | .83 | 29 |
| 18-49 | 117,600 | .81 | 29 |
| 12-24 | 54,600 | .83 | 32 |
| 12-34 | 98,700 | .84 | 28 |
| 18-34 | 73,100 | .83 | 27 |
| WOMEN TOTAL | 89,800 | .82 | 28 |
| 18-49 | 60,700 | .79 | 29 |
| 12-24 | 26,900 | .82 | 34 |
| 18-34 | 36,600 | .80 | 30 |
| 25-49 | 46,500 | .80 | 29 |
| 25-54 | 51,900 | .80 | 29 |
| MEN TOTAL | 77,200 | .84 | 28 |
| 18-49 | 56,900 | .82 | 27 |
| 18-34 | 36,500 | .86 | 26 |
| 21-49 | 50,400 | .82 | 27 |
| 25-49 | 42,100 | .82 | 27 |
| 25-54 | 46,400 | .82 | 27 |
| TEENS TOTAL | 25,600 | .85 | 32 |
| CHILD TOTAL | 48,200 | .90 | 29 |
| 6-11 | 27,900 | .89 | 30 |

TV HOUSEHOLDS 9,400 .15 64

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 28,600 | .13 | 70 |
| 18+ | 20,700 | .14 | 64 |
| 18-49 | 16,300 | .14 | 65 |
| 12-24 | 6,200 | .11 | 73 |
| 12-34 | 12,400 | .12 | 73 |
| 18-34 | 10,300 | .13 | 66 |
| WOMEN TOTAL | 10,000 | .13 | 66 |
| 18-49 | 7,500 | .13 | 67 |
| 12-24 | 2,800 | .11 | 75 |
| 18-34 | 4,500 | .13 | 68 |
| 25-49 | 5,700 | .13 | 66 |
| 25-54 | 6,200 | .13 | 66 |
| MEN TOTAL | 10,700 | .14 | 65 |
| 18-49 | 8,800 | .14 | 64 |
| 18-34 | 5,800 | .14 | 65 |
| 21-49 | 8,100 | .14 | 64 |
| 25-49 | 6,500 | .14 | 65 |
| 25-54 | 6,900 | .14 | 65 |
| TEENS TOTAL | 2,100 | .09 | 79 |
| CHILD TOTAL | 5,800 | .13 | 71 |
| 6-11 | 3,200 | .12 | 74 |

## JOHNSTOWN-ALTOONA

TV HOUSEHOLDS 298,100 .32 83

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 780,200 | .32 | 82 |
| 18+ | 609,900 | .33 | 78 |
| 18-49 | 368,800 | .31 | 84 |
| 12-24 | 159,200 | .35 | 82 |
| 12-34 | 275,000 | .31 | 86 |
| 18-34 | 209,100 | .31 | 83 |
| WOMEN TOTAL | 316,900 | .33 | 80 |
| 18-49 | 180,000 | .30 | 90 |
| 12-24 | 76,600 | .34 | 83 |
| 18-34 | 100,800 | .30 | 88 |
| 25-49 | 135,500 | .28 | 92 |
| 25-54 | 156,200 | .29 | 90 |
| MEN TOTAL | 293,000 | .33 | 79 |
| 18-49 | 188,800 | .31 | 84 |
| 18-34 | 108,300 | .32 | 83 |
| 21-49 | 168,000 | .31 | 83 |
| 25-49 | 140,000 | .30 | 86 |
| 25-54 | 158,900 | .30 | 87 |
| TEENS TOTAL | 65,900 | .33 | 89 |
| CHILD TOTAL | 104,400 | .29 | 91 |
| 6-11 | 63,400 | .30 | 90 |

TV HOUSEHOLDS 2,600 .03 150

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 10,400 | .04 | 144 |
| 18+ | 6,600 | .04 | 140 |
| 18-49 | 7,200 | .05 | 134 |
| 12-24 | 3,000 | .05 | 142 |
| 12-34 | 5,600 | .05 | 141 |
| 18-34 | 4,900 | .06 | 135 |
| WOMEN TOTAL | 2,600 | .03 | 147 |
| 18-49 | 2,200 | .03 | 145 |
| 12-24 | 1,200 | .04 | 142 |
| 18-34 | 1,500 | .03 | 144 |
| 25-49 | 1,300 | .02 | 149 |
| 25-54 | 1,300 | .02 | 152 |
| MEN TOTAL | 5,800 | .06 | 132 |
| 18-49 | 5,000 | .07 | 130 |
| 18-34 | 3,400 | .08 | 130 |
| 21-49 | 4,600 | .08 | 128 |
| 25-49 | 3,600 | .07 | 129 |
| 25-54 | 3,600 | .06 | 131 |
| TEENS TOTAL | 700 | .02 | 153 |
| CHILD TOTAL | 1,100 | .02 | 156 |
| 6-11 | 500 | .02 | 159 |

TV HOUSEHOLDS 1,000 .02 148

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 3,600 | .02 | 154 |
| 18+ | 3,000 | .02 | 147 |
| 18-49 | 2,300 | .02 | 149 |
| 12-24 | 1,200 | .02 | 143 |
| 12-34 | 2,000 | .02 | 146 |
| 18-34 | 1,700 | .02 | 144 |
| WOMEN TOTAL | 1,200 | .02 | 144 |
| 18-49 | 1,000 | .02 | 146 |
| 12-24 | 600 | .02 | 134 |
| 18-34 | 700 | .02 | 143 |
| 25-49 | 600 | .01 | 149 |
| 25-54 | 700 | .01 | 148 |
| MEN TOTAL | 1,800 | .02 | 145 |
| 18-49 | 1,300 | .02 | 145 |
| 18-34 | 1,000 | .02 | 140 |
| 21-49 | 1,000 | .02 | 150 |
| 25-49 | 800 | .02 | 150 |
| 25-54 | 800 | .02 | 155 |
| TEENS TOTAL | 300 | .01 | 153 |
| CHILD TOTAL | 500 | .01 | 170 |
| 6-11 | 200 | .01 | 173 |

## JONESBORO

TV HOUSEHOLDS 71,800 .08 176

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 181,100 | .08 | 177 |
| 18+ | 139,700 | .08 | 177 |
| 18-49 | 82,300 | .07 | 178 |
| 12-24 | 35,400 | .08 | 179 |
| 12-34 | 61,600 | .07 | 178 |
| 18-34 | 45,300 | .07 | 179 |
| WOMEN TOTAL | 74,200 | .08 | 176 |
| 18-49 | 41,700 | .07 | 178 |
| 12-24 | 17,500 | .08 | 180 |
| 18-34 | 22,800 | .07 | 180 |
| 25-49 | 32,100 | .07 | 179 |
| 25-54 | 37,000 | .07 | 178 |
| MEN TOTAL | 65,500 | .07 | 177 |
| 18-49 | 40,600 | .07 | 178 |
| 18-34 | 22,500 | .07 | 179 |
| 21-49 | 36,400 | .07 | 178 |
| 25-49 | 31,100 | .07 | 179 |
| 25-54 | 35,700 | .07 | 179 |
| TEENS TOTAL | 16,300 | .08 | 179 |
| CHILD TOTAL | 25,100 | .07 | 183 |
| 6-11 | 15,300 | .07 | 182 |

TV HOUSEHOLDS 2,100 .02 152

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 6,600 | .02 | 158 |
| 18+ | 4,500 | .02 | 160 |
| 18-49 | 3,100 | .02 | 161 |
| 12-24 | 2,000 | .03 | 151 |
| 12-34 | 3,000 | .03 | 158 |
| 18-34 | 2,200 | .02 | 157 |
| WOMEN TOTAL | 2,400 | .02 | 151 |
| 18-49 | 1,700 | .02 | 152 |
| 12-24 | 1,000 | .03 | 146 |
| 18-34 | 1,200 | .03 | 149 |
| 25-49 | 1,100 | .02 | 153 |
| 25-54 | 1,200 | .02 | 153 |
| MEN TOTAL | 2,100 | .02 | 162 |
| 18-49 | 1,400 | .02 | 165 |
| 18-34 | 1,000 | .02 | 163 |
| 21-49 | 1,100 | .02 | 166 |
| 25-49 | 800 | .02 | 167 |
| 25-54 | 900 | .02 | 167 |
| TEENS TOTAL | 800 | .03 | 148 |
| CHILD TOTAL | 1,300 | .02 | 149 |
| 6-11 | 900 | .03 | 146 |

TV HOUSEHOLDS 100 - 202

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,100 | - | 194 |
| 18+ | 600 | - | 197 |
| 18-49 | 400 | - | 199 |
| 12-24 | 100 | - | 206 |
| 12-34 | 300 | - | 200 |
| 18-34 | 200 | - | 201 |
| WOMEN TOTAL | 200 | - | 199 |
| 18-49 | 200 | - | 195 |
| 12-24 | 100 | - | 186 |
| 18-34 | 100 | - | 197 |
| 25-49 | 200 | - | 185 |
| 25-54 | 200 | - | 192 |
| MEN TOTAL | 400 | .01 | 195 |
| 18-49 | 200 | - | 197 |
| 18-34 | 100 | - | 200 |
| 21-49 | 200 | - | 194 |
| 25-49 | 200 | - | 189 |
| 25-54 | 200 | - | 193 |
| TEENS TOTAL | 100 | - | 186 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 300 | .01 | 164 |

# ADI MARKETS POPULATION SUMMARY

## JOPLIN-PITTSBURG

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 137,900 | .15 | 145 |
| PERSONS 2+ | 343,000 | .14 | 151 |
| 18+ | 261,600 | .14 | 149 |
| 18-49 | 150,700 | .12 | 153 |
| 12-24 | 62,300 | .14 | 151 |
| 12-34 | 111,500 | .13 | 153 |
| 18-34 | 81,800 | .12 | 151 |
| WOMEN TOTAL | 139,800 | .15 | 147 |
| 18-49 | 76,200 | .13 | 151 |
| 12-24 | 30,500 | .14 | 151 |
| 18-34 | 41,000 | .12 | 150 |
| 25-49 | 59,900 | .13 | 154 |
| 25-54 | 68,800 | .13 | 154 |
| MEN TOTAL | 121,800 | .14 | 151 |
| 18-49 | 74,500 | .12 | 153 |
| 18-34 | 40,800 | .12 | 153 |
| 21-49 | 67,300 | .12 | 153 |
| 25-49 | 58,200 | .12 | 154 |
| 25-54 | 66,500 | .13 | 154 |
| TEENS TOTAL | 29,700 | .15 | 151 |
| CHILD TOTAL | 51,700 | .14 | 151 |
| 6-11 | 31,800 | .15 | 150 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,500 | .02 | 163 |
| PERSONS 2+ | 4,200 | .01 | 167 |
| 18+ | 3,300 | .02 | 166 |
| 18-49 | 2,100 | .01 | 167 |
| 12-24 | 1,200 | .02 | 166 |
| 12-34 | 1,800 | .02 | 167 |
| 18-34 | 1,500 | .02 | 167 |
| WOMEN TOTAL | 1,500 | .01 | 162 |
| 18-49 | 900 | .01 | 165 |
| 12-24 | 400 | .01 | 167 |
| 18-34 | 600 | .01 | 164 |
| 25-49 | 500 | .01 | 167 |
| 25-54 | 700 | .01 | 163 |
| MEN TOTAL | 1,800 | .02 | 166 |
| 18-49 | 1,200 | .02 | 168 |
| 18-34 | 900 | .02 | 167 |
| 21-49 | 800 | .01 | 174 |
| 25-49 | 700 | .01 | 170 |
| 25-54 | 1,000 | .02 | 166 |
| TEENS TOTAL | 300 | .01 | 168 |
| CHILD TOTAL | 600 | .01 | 168 |
| 6-11 | 200 | .01 | 178 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,000 | .02 | 148 |
| PERSONS 2+ | 3,700 | .02 | 155 |
| 18+ | 2,200 | .01 | 158 |
| 18-49 | 1,400 | .01 | 164 |
| 12-24 | 800 | .01 | 161 |
| 12-34 | 1,400 | .01 | 161 |
| 18-34 | 900 | .01 | 166 |
| WOMEN TOTAL | 1,100 | .01 | 148 |
| 18-49 | 900 | .02 | 149 |
| 12-24 | 400 | .02 | 151 |
| 18-34 | 600 | .02 | 150 |
| 25-49 | 600 | .01 | 149 |
| 25-54 | 700 | .01 | 148 |
| MEN TOTAL | 1,100 | .01 | 162 |
| 18-49 | 500 | .01 | 178 |
| 18-34 | 300 | .01 | 181 |
| 21-49 | 500 | .01 | 175 |
| 25-49 | 500 | .01 | 164 |
| 25-54 | 500 | .01 | 166 |
| TEENS TOTAL | 500 | .02 | 136 |
| CHILD TOTAL | 1,000 | .02 | 136 |
| 6-11 | 700 | .03 | 129 |

## KANSAS CITY (LAWRENCE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 762,900 | .83 | 29 |
| PERSONS 2+ | 1,932,500 | .80 | 30 |
| 18+ | 1,471,700 | .80 | 30 |
| 18-49 | 968,400 | .80 | 32 |
| 12-24 | 357,000 | .78 | 35 |
| 12-34 | 697,900 | .80 | 32 |
| 18-34 | 536,500 | .79 | 32 |
| WOMEN TOTAL | 773,000 | .80 | 31 |
| 18-49 | 488,500 | .81 | 32 |
| 12-24 | 177,000 | .79 | 33 |
| 18-34 | 269,600 | .81 | 31 |
| 25-49 | 390,500 | .82 | 30 |
| 25-54 | 438,900 | .81 | 32 |
| MEN TOTAL | 698,700 | .79 | 30 |
| 18-49 | 479,900 | .80 | 31 |
| 18-34 | 266,900 | .78 | 34 |
| 21-49 | 439,700 | .80 | 30 |
| 25-49 | 382,300 | .81 | 30 |
| 25-54 | 428,700 | .81 | 29 |
| TEENS TOTAL | 161,400 | .80 | 31 |
| CHILD TOTAL | 299,400 | .83 | 31 |
| 6-11 | 179,700 | .84 | 30 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 75,500 | .76 | 34 |
| PERSONS 2+ | 205,100 | .72 | 38 |
| 18+ | 144,100 | .72 | 35 |
| 18-49 | 103,000 | .71 | 36 |
| 12-24 | 45,300 | .69 | 41 |
| 12-34 | 83,400 | .71 | 38 |
| 18-34 | 62,000 | .70 | 37 |
| WOMEN TOTAL | 77,600 | .71 | 36 |
| 18-49 | 54,200 | .71 | 36 |
| 12-24 | 22,900 | .70 | 40 |
| 18-34 | 32,000 | .70 | 36 |
| 25-49 | 42,000 | .72 | 35 |
| 25-54 | 45,400 | .72 | 35 |
| MEN TOTAL | 66,500 | .72 | 35 |
| 18-49 | 48,800 | .71 | 35 |
| 18-34 | 30,000 | .70 | 39 |
| 21-49 | 43,600 | .71 | 34 |
| 25-49 | 37,100 | .73 | 33 |
| 25-54 | 40,900 | .72 | 33 |
| TEENS TOTAL | 21,400 | .71 | 40 |
| CHILD TOTAL | 39,600 | .74 | 39 |
| 6-11 | 23,000 | .74 | 38 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 15,000 | .24 | 50 |
| PERSONS 2+ | 50,900 | .23 | 51 |
| 18+ | 34,600 | .23 | 49 |
| 18-49 | 27,100 | .23 | 49 |
| 12-24 | 12,600 | .23 | 50 |
| 12-34 | 22,600 | .22 | 50 |
| 18-34 | 17,000 | .22 | 51 |
| WOMEN TOTAL | 16,500 | .22 | 50 |
| 18-49 | 12,700 | .22 | 50 |
| 12-24 | 6,100 | .24 | 50 |
| 18-34 | 8,000 | .22 | 50 |
| 25-49 | 9,400 | .22 | 50 |
| 25-54 | 10,200 | .22 | 50 |
| MEN TOTAL | 18,100 | .23 | 51 |
| 18-49 | 14,400 | .23 | 51 |
| 18-34 | 9,000 | .22 | 52 |
| 21-49 | 12,900 | .23 | 49 |
| 25-49 | 10,700 | .23 | 50 |
| 25-54 | 11,600 | .23 | 50 |
| TEENS TOTAL | 5,600 | .23 | 50 |
| CHILD TOTAL | 10,700 | .23 | 54 |
| 6-11 | 6,500 | .24 | 52 |

## KNOXVILLE (CROSSVILLE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 420,900 | .46 | 62 |
| PERSONS 2+ | 1,070,800 | .44 | 62 |
| 18+ | 831,500 | .45 | 61 |
| 18-49 | 523,500 | .43 | 62 |
| 12-24 | 208,300 | .45 | 61 |
| 12-34 | 375,800 | .43 | 64 |
| 18-34 | 281,900 | .42 | 64 |
| WOMEN TOTAL | 439,400 | .46 | 61 |
| 18-49 | 264,900 | .44 | 61 |
| 12-24 | 102,100 | .45 | 62 |
| 18-34 | 141,900 | .42 | 63 |
| 25-49 | 208,400 | .44 | 62 |
| 25-54 | 239,400 | .44 | 62 |
| MEN TOTAL | 392,100 | .44 | 61 |
| 18-49 | 258,600 | .43 | 63 |
| 18-34 | 140,000 | .41 | 64 |
| 21-49 | 233,600 | .42 | 63 |
| 25-49 | 200,700 | .43 | 63 |
| 25-54 | 229,400 | .43 | 61 |
| TEENS TOTAL | 93,900 | .47 | 61 |
| CHILD TOTAL | 145,400 | .40 | 68 |
| 6-11 | 88,400 | .41 | 67 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 15,500 | .17 | 95 |
| PERSONS 2+ | 43,500 | .15 | 99 |
| 18+ | 32,200 | .16 | 97 |
| 18-49 | 22,400 | .15 | 98 |
| 12-24 | 10,800 | .16 | 99 |
| 12-34 | 18,400 | .16 | 101 |
| 18-34 | 14,200 | .16 | 98 |
| WOMEN TOTAL | 17,800 | .16 | 94 |
| 18-49 | 11,800 | .15 | 97 |
| 12-24 | 5,200 | .16 | 100 |
| 18-34 | 7,300 | .16 | 98 |
| 25-49 | 8,600 | .15 | 95 |
| 25-54 | 9,400 | .15 | 97 |
| MEN TOTAL | 14,400 | .16 | 101 |
| 18-49 | 10,600 | .15 | 102 |
| 18-34 | 6,900 | .16 | 102 |
| 21-49 | 9,100 | .15 | 103 |
| 25-49 | 7,200 | .14 | 104 |
| 25-54 | 7,800 | .14 | 104 |
| TEENS TOTAL | 4,200 | .14 | 103 |
| CHILD TOTAL | 7,100 | .13 | 108 |
| 6-11 | 4,700 | .15 | 100 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,100 | .02 | 145 |
| PERSONS 2+ | 4,100 | .02 | 149 |
| 18+ | 2,800 | .02 | 152 |
| 18-49 | 2,000 | .02 | 152 |
| 12-24 | 1,000 | .02 | 150 |
| 12-34 | 1,700 | .02 | 151 |
| 18-34 | 1,100 | .01 | 157 |
| WOMEN TOTAL | 1,100 | .01 | 148 |
| 18-49 | 900 | .02 | 149 |
| 12-24 | 400 | .02 | 151 |
| 18-34 | 500 | .01 | 155 |
| 25-49 | 800 | .02 | 140 |
| 25-54 | 900 | .02 | 138 |
| MEN TOTAL | 1,700 | .02 | 148 |
| 18-49 | 1,100 | .02 | 153 |
| 18-34 | 600 | .01 | 159 |
| 21-49 | 1,000 | .02 | 150 |
| 25-49 | 800 | .02 | 150 |
| 25-54 | 900 | .02 | 150 |
| TEENS TOTAL | 600 | .03 | 130 |
| CHILD TOTAL | 700 | .02 | 156 |
| 6-11 | 200 | .01 | 173 |

## LA CROSSE-EAU CLAIRE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 173,500 | .19 | 123 |
| PERSONS 2+ | 459,600 | .19 | 125 |
| 18+ | 347,600 | .19 | 123 |
| 18-49 | 219,100 | .18 | 124 |
| 12-24 | 94,800 | .21 | 121 |
| 12-34 | 164,700 | .19 | 126 |
| 18-34 | 124,800 | .18 | 123 |
| WOMEN TOTAL | 180,200 | .19 | 125 |
| 18-49 | 109,500 | .18 | 123 |
| 12-24 | 47,800 | .21 | 121 |
| 18-34 | 63,200 | .19 | 120 |
| 25-49 | 81,200 | .17 | 126 |
| 25-54 | 91,800 | .17 | 127 |
| MEN TOTAL | 167,400 | .19 | 123 |
| 18-49 | 109,600 | .18 | 124 |
| 18-34 | 61,600 | .18 | 125 |
| 21-49 | 98,000 | .18 | 124 |
| 25-49 | 83,000 | .18 | 126 |
| 25-54 | 93,500 | .18 | 126 |
| TEENS TOTAL | 39,900 | .20 | 127 |
| CHILD TOTAL | 72,100 | .20 | 126 |
| 6-11 | 43,700 | .20 | 126 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 100 | - | 199 |
| PERSONS 2+ | 1,100 | - | 191 |
| 18+ | 600 | - | 192 |
| 18-49 | 600 | - | 193 |
| 12-24 | 600 | .01 | 179 |
| 12-34 | 700 | .01 | 186 |
| 18-34 | 600 | .01 | 185 |
| WOMEN TOTAL | 200 | - | 189 |
| 18-49 | 200 | - | 186 |
| 12-24 | 300 | .01 | 173 |
| 18-34 | 200 | - | 183 |
| 25-49 | | | 194 |
| 25-54 | | | 200 |
| MEN TOTAL | 600 | .01 | 187 |
| 18-49 | 400 | .01 | 193 |
| 18-34 | 400 | .01 | 186 |
| 21-49 | 200 | - | 197 |
| 25-49 | 100 | - | [illegible] |
| 25-54 | 100 | - | 199 |
| TEENS TOTAL | 100 | - | 187 |
| CHILD TOTAL | 200 | - | 188 |
| 6-11 | 200 | .01 | 178 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 500 | .01 | 171 |
| PERSONS 2+ | 2,800 | .01 | 163 |
| 18+ | 1,600 | .01 | 168 |
| 18-49 | 1,300 | .01 | 168 |
| 12-24 | 1,100 | .02 | 148 |
| 12-34 | 1,600 | .02 | 157 |
| 18-34 | 1,000 | .01 | 164 |
| WOMEN TOTAL | 600 | .01 | 170 |
| 18-49 | 600 | .01 | 164 |
| 12-24 | 500 | .02 | 142 |
| 18-34 | 400 | .01 | 166 |
| 25-49 | 400 | .01 | 166 |
| 25-54 | 400 | .01 | 170 |
| MEN TOTAL | 1,000 | .01 | 165 |
| 18-49 | 700 | .01 | 170 |
| 18-34 | 600 | .01 | 169 |
| 21-49 | 500 | .01 | 169 |
| 25-49 | 400 | .01 | 171 |
| 25-54 | 400 | .01 | 175 |
| TEENS TOTAL | 500 | .03 | 130 |
| CHILD TOTAL | 600 | .01 | 163 |
| 6-11 | 400 | .02 | 149 |

## LAFAYETTE, IN

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 45,100 | .05 | 193 |
| PERSONS 2+ | 125,600 | .05 | 190 |
| 18+ | 101,200 | .05 | 188 |
| 18-49 | 75,700 | .06 | 182 |
| 12-24 | 41,000 | .09 | 175 |
| 12-34 | 61,900 | .07 | 179 |
| 18-34 | 52,700 | .08 | 175 |
| WOMEN TOTAL | 60,300 | .05 | 190 |
| 18-49 | 35,900 | .06 | 184 |
| 12-24 | 18,600 | .08 | 176 |
| 18-34 | 24,300 | .07 | 178 |
| 25-49 | 21,600 | .04 | 194 |
| 25-54 | 24,000 | .04 | 196 |
| MEN TOTAL | 60,900 | .06 | 188 |
| 18-49 | 39,600 | .07 | 179 |
| 18-34 | 28,400 | .08 | 172 |
| 21-49 | 31,300 | .06 | 186 |
| 25-49 | 22,000 | .05 | 192 |
| 25-54 | 24,400 | .05 | 193 |
| TEENS TOTAL | 8,800 | .04 | 199 |
| CHILD TOTAL | 15,600 | .04 | 200 |
| 6-11 | 9,100 | .04 | 200 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 800 | .01 | 173 |
| PERSONS 2+ | 2,600 | .01 | 174 |
| 18+ | 2,100 | .01 | 173 |
| 18-49 | 1,900 | .01 | 171 |
| 12-24 | 1,200 | .02 | 166 |
| 12-34 | 1,600 | .01 | 170 |
| 18-34 | 1,500 | .02 | 167 |
| WOMEN TOTAL | 1,000 | .01 | 168 |
| 18-49 | 900 | .01 | 165 |
| 12-24 | 600 | .02 | 160 |
| 18-34 | 700 | .02 | 160 |
| 25-49 | 400 | .01 | 172 |
| 25-54 | 400 | .01 | 172 |
| MEN TOTAL | 1,100 | .01 | 175 |
| 18-49 | 1,000 | .01 | 172 |
| 18-34 | 800 | .02 | 170 |
| 21-49 | 700 | .01 | 177 |
| 25-49 | 400 | .01 | 188 |
| 25-54 | 400 | .01 | 187 |
| TEENS TOTAL | 100 | - | 187 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 200 | .01 | 178 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 600 | .01 | 166 |
| PERSONS 2+ | 2,100 | .01 | 174 |
| 18+ | 1,600 | .01 | 168 |
| 18-49 | 1,400 | .01 | 164 |
| 12-24 | 900 | .02 | 154 |
| 12-34 | 1,300 | .01 | 162 |
| 18-34 | 1,100 | .01 | 157 |
| WOMEN TOTAL | 700 | .01 | 162 |
| 18-49 | 600 | .01 | 164 |
| 12-24 | 400 | .02 | 151 |
| 18-34 | 500 | .01 | 155 |
| 25-49 | 300 | .01 | 175 |
| 25-54 | 300 | .01 | 178 |
| MEN TOTAL | 900 | .01 | 170 |
| 18-49 | 800 | .01 | 161 |
| 18-34 | 600 | .01 | 159 |
| 21-49 | 600 | .01 | 169 |
| 25-49 | 400 | .01 | 171 |
| 25-54 | 400 | .01 | 175 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 300 | .01 | 187 |
| 6-11 | 200 | .01 | 173 |

## LAFAYETTE, LA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 181,600 | .20 | 119 |
| PERSONS 2+ | 501,200 | .21 | 116 |
| 18+ | 357,500 | .19 | 121 |
| 18-49 | 236,600 | .20 | 120 |
| 12-24 | 102,500 | .22 | 115 |
| 12-34 | 186,600 | .21 | 114 |
| 18-34 | 136,300 | .20 | 114 |
| WOMEN TOTAL | 189,700 | .20 | 119 |
| 18-[illegible] | 121,800 | .20 | 115 |
| 12-[illegible] | 51,500 | .23 | 114 |
| 18-[illegible]4 | 70,400 | .21 | 114 |
| 25-[illegible] | 95,000 | .20 | 116 |
| 25-54 | 107,700 | .20 | 117 |
| MEN TOTAL | 167,800 | .19 | 122 |
| 18-49 | 114,700 | .19 | 121 |
| 18-34 | 65,900 | .19 | 120 |
| 21-49 | 103,900 | .19 | 121 |
| 25-49 | 89,300 | .19 | 120 |
| 25-54 | 100,800 | .19 | 120 |
| TEENS TOTAL | 50,300 | .25 | 107 |
| CHILD TOTAL | 93,400 | .26 | 104 |
| 6-11 | 57,100 | .27 | 102 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 40,800 | .41 | 63 |
| PERSONS 2+ | 128,900 | .45 | 61 |
| 18+ | 84,400 | .42 | 62 |
| 18-49 | 59,900 | .41 | 61 |
| 12-24 | 30,700 | .46 | 60 |
| 12-34 | 52,000 | .44 | 63 |
| 18-34 | 36,900 | .42 | 62 |
| WOMEN TOTAL | 46,900 | .43 | 61 |
| 18-49 | 32,700 | .43 | 61 |
| 12-24 | 15,800 | .46 | 59 |
| 18-34 | 20,000 | .44 | 60 |
| 25-49 | 24,400 | .42 | 61 |
| 25-54 | 27,400 | .42 | 61 |
| MEN TOTAL | 37,500 | .41 | 62 |
| 18-49 | 27,200 | .39 | 64 |
| 18-34 | 16,900 | .40 | 63 |
| 21-49 | 24,000 | .39 | 66 |
| 25-49 | 19,900 | .39 | 63 |
| 25-54 | 22,100 | .39 | 61 |
| TEENS TOTAL | 15,100 | .50 | 56 |
| CHILD TOTAL | 29,400 | .56 | 54 |
| 6-11 | 17,700 | .57 | 51 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,000 | .03 | 122 |
| PERSONS 2+ | 5,600 | .03 | 132 |
| 18+ | 4,100 | .03 | 130 |
| 18-49 | 3,000 | .03 | 136 |
| 12-24 | 1,200 | .02 | 143 |
| 12-34 | 2,500 | .02 | 139 |
| 18-34 | 2,000 | .03 | 136 |
| WOMEN TOTAL | 2,200 | .03 | 123 |
| 18-49 | 1,700 | .03 | 122 |
| 12-24 | 600 | .02 | 134 |
| 18-34 | 1,100 | .03 | 123 |
| 25-49 | 1,200 | .03 | 122 |
| 25-54 | 1,200 | .03 | 125 |
| MEN TOTAL | 1,900 | .02 | 142 |
| 18-49 | 1,300 | .02 | 145 |
| 18-34 | 900 | .02 | 145 |
| 21-49 | 1,200 | .02 | 142 |
| 25-49 | 1,100 | .02 | 140 |
| 25-54 | 1,300 | .03 | 133 |
| TEENS TOTAL | 500 | .02 | 136 |
| CHILD TOTAL | 1,000 | .02 | 136 |
| 6-11 | 600 | .02 | 136 |

# ADI MARKETS POPULATION SUMMARY

## LAKE CHARLES

TV HOUSEHOLDS 80,400 .09 174

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 220,300 | .09 | 173 |
| 18+ | 160,600 | .09 | 173 |
| 18-49 | 104,600 | .09 | 171 |
| 12-24 | 43,600 | .09 | 171 |
| 12-34 | 79,700 | .09 | 171 |
| 18-34 | 58,200 | .09 | 170 |
| WOMEN TOTAL | 83,300 | .09 | 172 |
| 18-49 | 52,200 | .09 | 170 |
| 12-24 | 21,400 | .10 | 170 |
| 18-34 | 28,900 | .09 | 171 |
| 25-49 | 41,300 | .09 | 173 |
| 25-54 | 47,200 | .09 | 172 |
| MEN TOTAL | 77,300 | .09 | 173 |
| 18-49 | 52,400 | .09 | 171 |
| 18-34 | 29,300 | .09 | 170 |
| 21-49 | 47,600 | .09 | 171 |
| 25-49 | 41,200 | .09 | 171 |
| 25-54 | 46,600 | .09 | 171 |
| TEENS TOTAL | 21,500 | .11 | 170 |
| CHILD TOTAL | 38,200 | .11 | 166- |
| 6-11 | 23,400 | .11 | 164 |

TV HOUSEHOLDS 15,400 .16 99

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 46,000 | .16 | 98 |
| 18+ | 31,300 | .16 | 99 |
| 18-49 | 21,500 | .15 | 102 |
| 12-24 | 10,400 | .16 | 102 |
| 12-34 | 18,100 | .15 | 102 |
| 18-34 | 12,800 | .15 | 103 |
| WOMEN TOTAL | 16,500 | .15 | 97 |
| 18-49 | 11,000 | .14 | 100 |
| 12-24 | 5,200 | .16 | 100 |
| 18-34 | 6,500 | .14 | 104 |
| 25-49 | 8,400 | .14 | 98 |
| 25-54 | 9,600 | .15 | 96 |
| MEN TOTAL | 14,800 | .16 | 99 |
| 18-49 | 10,500 | .15 | 104 |
| 18-34 | 6,300 | .15 | 106 |
| 21-49 | 9,400 | .15 | 102 |
| 25-49 | 8,000 | .16 | 100 |
| 25-54 | 8,900 | .16 | 99 |
| TEENS TOTAL | 5,300 | .18 | 94 |
| CHILD TOTAL | 9,400 | .18 | 96 |
| 6-11 | 5,900 | .19 | 94 |

TV HOUSEHOLDS 700 .01 158

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 3,100 | .01 | 160 |
| 18+ | 2,100 | .01 | 159 |
| 18-49 | 1,700 | .01 | 155 |
| 12-24 | 600 | .01 | 168 |
| 12-34 | 1,100 | .01 | 169 |
| 18-34 | 800 | .01 | 171 |
| WOMEN TOTAL | 700 | .01 | 162 |
| 18-49 | 500 | .01 | 171 |
| 12-24 | 200 | .01 | 171 |
| 18-34 | 200 | .01 | 184 |
| 25-49 | 400 | .01 | 166 |
| 25-54 | 500 | .01 | 160 |
| MEN TOTAL | 1,400 | .02 | 155 |
| 18-49 | 1,200 | .02 | 150 |
| 18-34 | 600 | .01 | 159 |
| 21-49 | 1,200 | .02 | 142 |
| 25-49 | 1,000 | .02 | 143 |
| 25-54 | 1,100 | .02 | 144 |
| TEENS TOTAL | 300 | .01 | 153 |
| CHILD TOTAL | 700 | .02 | 156 |
| 6-11 | 400 | .02 | 149 |

## LANSING (ANN ARBOR)

TV HOUSEHOLDS 226,300 .25 103

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 607,500 | .25 | 105 |
| 18+ | 463,600 | .25 | 102 |
| 18-49 | 326,400 | .27 | 98 |
| 12-24 | 136,900 | .30 | 95 |
| 12-34 | 241,600 | .28 | 99 |
| 18-34 | 190,000 | .28 | 97 |
| WOMEN TOTAL | 239,400 | .25 | 101 |
| 18-49 | 163,400 | .27 | 95 |
| 12-24 | 68,500 | .31 | 92 |
| 18-34 | 95,100 | .28 | 94 |
| 25-49 | 120,300 | .25 | 100 |
| 25-54 | 134,400 | .25 | 100 |
| MEN TOTAL | 224,200 | .25 | 104 |
| 18-49 | 163,000 | .27 | 99 |
| 18-34 | 94,900 | .28 | 99 |
| 21-49 | 145,000 | .26 | 99 |
| 25-49 | 120,800 | .26 | 100 |
| 25-54 | 134,800 | .25 | 100 |
| TEENS TOTAL | 51,600 | .26 | 105 |
| CHILD TOTAL | 92,300 | .26 | 105 |
| 6-11 | 55,300 | .26 | 104 |

TV HOUSEHOLDS 13,700 .14 103

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 42,300 | .15 | 102 |
| 18+ | 30,500 | .15 | 100 |
| 18-49 | 25,000 | .17 | 96 |
| 12-24 | 11,600 | .18 | 95 |
| 12-34 | 20,300 | .17 | 96 |
| 18-34 | 16,100 | .18 | 92 |
| WOMEN TOTAL | 14,300 | .13 | 104 |
| 18-49 | 11,300 | .15 | 99 |
| 12-24 | 5,800 | .18 | 94 |
| 18-34 | 7,400 | .16 | 97 |
| 25-49 | 7,500 | .13 | 103 |
| 25-54 | 8,300 | .13 | 103 |
| MEN TOTAL | 16,200 | .18 | 96 |
| 18-49 | 13,700 | .20 | 88 |
| 18-34 | 8,700 | .20 | 88 |
| 21-49 | 12,200 | .20 | 88 |
| 25-49 | 10,100 | .20 | 86 |
| 25-54 | 10,800 | .19 | 88 |
| TEENS TOTAL | 4,200 | .14 | 103 |
| CHILD TOTAL | 7,600 | .14 | 103 |
| 6-11 | 4,400 | .14 | 103 |

TV HOUSEHOLDS 5,500 .09 80

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 19,300 | .09 | 80 |
| 18+ | 12,500 | .08 | 79 |
| 18-49 | 10,200 | .09 | 79 |
| 12-24 | 5,300 | .10 | 80 |
| 12-34 | 8,900 | .09 | 81 |
| 18-34 | 6,600 | .09 | 83 |
| WOMEN TOTAL | 6,200 | .08 | 79 |
| 18-49 | 5,000 | .09 | 79 |
| 12-24 | 2,700 | .10 | 76 |
| 18-34 | 3,300 | .09 | 78 |
| 25-49 | 3,400 | .08 | 79 |
| 25-54 | 3,700 | .08 | 79 |
| MEN TOTAL | 6,300 | .08 | 84 |
| 18-49 | 5,200 | .08 | 84 |
| 18-34 | 3,300 | .08 | 86 |
| 21-49 | 4,700 | .08 | 82 |
| 25-49 | 3,800 | .08 | 80 |
| 25-54 | 4,200 | .08 | 79 |
| TEENS TOTAL | 2,300 | .10 | 77 |
| CHILD TOTAL | 4,500 | .10 | 79 |
| 6-11 | 2,600 | .10 | 79 |

## LAREDO

TV HOUSEHOLDS 38,000 .04 199

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 139,800 | .06 | 187 |
| 18+ | 92,300 | .05 | 193 |
| 18-49 | 64,900 | .05 | 189 |
| 12-24 | 35,100 | .08 | 180 |
| 12-34 | 57,500 | .07 | 183 |
| 18-34 | 39,600 | .06 | 185 |
| WOMEN TOTAL | 49,500 | .05 | 191 |
| 18-49 | 33,800 | .06 | 187 |
| 12-24 | 17,600 | .08 | 179 |
| 18-34 | 20,500 | .06 | 182 |
| 25-49 | 24,900 | .05 | 187 |
| 25-54 | 27,900 | .05 | 187 |
| MEN TOTAL | 42,800 | .05 | 194 |
| 18-49 | 31,100 | .05 | 191 |
| 18-34 | 19,100 | .06 | 188 |
| 21-49 | 27,400 | .05 | 192 |
| 25-49 | 22,800 | .05 | 191 |
| 25-54 | 25,300 | .05 | 191 |
| TEENS TOTAL | 17,900 | .09 | 176 |
| CHILD TOTAL | 29,600 | .08 | 176 |
| 6-11 | 17,700 | .08 | 177 |

TV HOUSEHOLDS 203

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 100 | - | 204 |
| 18+ | 100 | - | 204 |
| 18-49 | | | 209 |
| 12-24 | | | 203 |
| 12-34 | | | 204 |
| 18-34 | | | 204 |
| WOMEN TOTAL | | | 202 |
| 18-49 | | | 202 |
| 12-24 | | | 200 |
| 18-34 | | | 199 |
| 25-49 | | | 198 |
| 25-54 | | | 200 |
| MEN TOTAL | 100 | - | 203 |
| 18-49 | | | 209 |
| 18-34 | | | 204 |
| 21-49 | | | 208 |
| 25-49 | | | 208 |
| 25-54 | 100 | - | 199 |
| TEENS TOTAL | | | 197 |
| CHILD TOTAL | | | 200 |
| 6-11 | | | 194 |

TV HOUSEHOLDS 34,100 .55 29

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 130,400 | .59 | 28 |
| 18+ | 85,000 | .56 | 29 |
| 18-49 | 60,400 | .51 | 30 |
| 12-24 | 32,600 | .59 | 29 |
| 12-34 | 53,700 | .53 | 29 |
| 18-34 | 36,800 | .43 | 31 |
| WOMEN TOTAL | 46,300 | .62 | 27 |
| 18-49 | 31,900 | .56 | 28 |
| 12-24 | 16,600 | .64 | 26 |
| 18-34 | 19,400 | .55 | 29 |
| 25-49 | 23,600 | .55 | 28 |
| 25-54 | 26,400 | .56 | 28 |
| MEN TOTAL | 38,700 | .50 | 30 |
| 18-49 | 28,500 | .46 | 31 |
| 18-34 | 17,400 | .42 | 35 |
| 21-49 | 25,200 | .45 | 31 |
| 25-49 | 21,100 | .46 | 31 |
| 25-54 | 23,200 | .47 | 31 |
| TEENS TOTAL | 16,900 | .71 | 25 |
| CHILD TOTAL | 28,500 | .62 | 28 |
| 6-11 | 16,900 | .63 | 28 |

# ADI MARKETS POPULATION SUMMARY

## LAS VEGAS

TV HOUSEHOLDS 310,700 .34 79

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 777,500 | .32 | 84 |
| 18+ | 605,100 | .33 | 80 |
| 18-49 | 405,300 | .34 | 77 |
| 12-24 | 137,500 | .30 | 94 |
| 12-34 | 282,900 | .32 | 82 |
| 18-34 | 224,600 | .33 | 78 |
| WOMEN TOTAL | 298,700 | .31 | 88 |
| 18-49 | 196,300 | .32 | 77 |
| 12-24 | 67,200 | .30 | 95 |
| 18-34 | 107,700 | .32 | 79 |
| 25-49 | 157,700 | .33 | 76 |
| 25-54 | 179,300 | .33 | 76 |
| MEN TOTAL | 306,400 | .35 | 77 |
| 18-49 | 209,000 | .35 | 75 |
| 18-34 | 116,900 | .34 | 78 |
| 21-49 | 194,300 | .35 | 74 |
| 25-49 | 168,400 | .36 | 73 |
| 25-54 | 190,900 | .36 | 73 |
| TEENS TOTAL | 58,300 | .29 | 94 |
| CHILD TOTAL | 114,100 | .32 | 87 |
| 6-11 | 65,700 | .31 | 89 |

TV HOUSEHOLDS 25,000 .25 80

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 70,200 | .25 | 81 |
| 18+ | 48,500 | .24 | 81 |
| 18-49 | 37,700 | .26 | 78 |
| 12-24 | 16,600 | .25 | 81 |
| 12-34 | 30,600 | .26 | 80 |
| 18-34 | 23,100 | .26 | 78 |
| WOMEN TOTAL | 24,400 | .22 | 82 |
| 18-49 | 18,800 | .25 | 80 |
| 12-24 | 8,200 | .25 | 82 |
| 18-34 | 11,300 | .25 | 80 |
| 25-49 | 14,300 | .25 | 79 |
| 25-54 | 15,800 | .24 | 80 |
| MEN TOTAL | 24,100 | .26 | 79 |
| 18-49 | 18,900 | .27 | 77 |
| 18-34 | 11,800 | .28 | 76 |
| 21-49 | 17,100 | .28 | 76 |
| 25-49 | 14,300 | .28 | 77 |
| 25-54 | 15,900 | .28 | 78 |
| TEENS TOTAL | 7,500 | .25 | 82 |
| CHILD TOTAL | 14,200 | .27 | 81 |
| 6-11 | 8,000 | .26 | 82 |

TV HOUSEHOLDS 26,700 .43 37

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 88,300 | .40 | 39 |
| 18+ | 61,900 | .41 | 37 |
| 18-49 | 48,900 | .41 | 37 |
| 12-24 | 20,800 | .38 | 40 |
| 12-34 | 39,800 | .40 | 39 |
| 18-34 | 31,200 | .41 | 38 |
| WOMEN TOTAL | 28,800 | .39 | 38 |
| 18-49 | 22,100 | .39 | 38 |
| 12-24 | 9,800 | .38 | 40 |
| 18-34 | 13,800 | .39 | 39 |
| 25-49 | 16,600 | .39 | 38 |
| 25-54 | 18,400 | .39 | 38 |
| MEN TOTAL | 33,100 | .43 | 36 |
| 18-49 | 26,800 | .43 | 35 |
| 18-34 | 17,400 | .42 | 35 |
| 21-49 | 24,300 | .43 | 36 |
| 25-49 | 20,100 | .44 | 35 |
| 25-54 | 21,900 | .44 | 33 |
| TEENS TOTAL | 8,600 | .36 | 43 |
| CHILD TOTAL | 17,800 | .38 | 43 |
| 6-11 | 9,900 | .37 | 43 |

## LAUREL-HATTIESBURG

TV HOUSEHOLDS 94,300 .10 164

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 256,800 | .11 | 162 |
| 18+ | 188,100 | .10 | 164 |
| 18-49 | 120,000 | .10 | 164 |
| 12-24 | 56,300 | .12 | 157 |
| 12-34 | 95,800 | .11 | 160 |
| 18-34 | 69,900 | .10 | 162 |
| WOMEN TOTAL | 101,000 | .10 | 162 |
| 18-49 | 61,900 | .10 | 159 |
| 12-24 | 28,200 | .13 | 156 |
| 18-34 | 36,100 | .11 | 157 |
| 25-49 | 46,300 | .10 | 162 |
| 25-54 | 52,600 | .10 | 162 |
| MEN TOTAL | 87,100 | .10 | 168 |
| 18-49 | 58,100 | .10 | 168 |
| 18-34 | 33,800 | .10 | 165 |
| 21-49 | 51,800 | .09 | 168 |
| 25-49 | 43,300 | .09 | 167 |
| 25-54 | 49,200 | .09 | 166 |
| TEENS TOTAL | 25,900 | .13 | 157 |
| CHILD TOTAL | 42,800 | .12 | 159 |
| 6-11 | 26,800 | .13 | 158 |

TV HOUSEHOLDS 24,300 .25 82

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 75,200 | .26 | 79 |
| 18+ | 48,600 | .24 | 80 |
| 18-49 | 33,600 | .23 | 81 |
| 12-24 | 19,800 | .30 | 77 |
| 12-34 | 31,500 | .27 | 78 |
| 18-34 | 21,400 | .24 | 80 |
| WOMEN TOTAL | 27,500 | .25 | 78 |
| 18-49 | 18,600 | .24 | 81 |
| 12-24 | 10,300 | .31 | 74 |
| 18-34 | 11,800 | .26 | 77 |
| 25-49 | 13,300 | .23 | 81 |
| 25-54 | 14,800 | .23 | 82 |
| MEN TOTAL | 21,100 | .23 | 81 |
| 18-49 | 15,000 | .22 | 82 |
| 18-34 | 9,600 | .23 | 84 |
| 21-49 | 13,000 | .21 | 84 |
| 25-49 | 10,600 | .21 | 84 |
| 25-54 | 11,700 | .21 | 83 |
| TEENS TOTAL | 10,100 | .34 | 71 |
| CHILD TOTAL | 16,500 | .31 | 75 |
| 6-11 | 10,200 | .33 | 72 |

TV HOUSEHOLDS 400 .01 177

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,100 | - | 194 |
| 18+ | 1,000 | .01 | 186 |
| 18-49 | 700 | .01 | 189 |
| 12-24 | 200 | - | 193 |
| 12-34 | 600 | .01 | 188 |
| 18-34 | 600 | .01 | 181 |
| WOMEN TOTAL | 400 | .01 | 185 |
| 18-49 | 300 | .01 | 187 |
| 12-24 | 100 | - | 186 |
| 18-34 | 300 | .01 | 171 |
| 25-49 | 200 | - | 185 |
| 25-54 | 300 | .01 | 176 |
| MEN TOTAL | 600 | .01 | 184 |
| 18-49 | 400 | .01 | 185 |
| 18-34 | 300 | .01 | 181 |
| 21-49 | 300 | .01 | 188 |
| 25-49 | 300 | .01 | 181 |
| 25-54 | 300 | .01 | 184 |
| TEENS TOTAL | | | 195 |
| CHILD TOTAL | 100 | - | 201 |
| 6-11 | | | 199 |

## LEXINGTON (BEATTYVILLE, DANVILLE & HAZARD)

TV HOUSEHOLDS 342,300 .37 74

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 893,900 | .37 | 74 |
| 18+ | 686,700 | .37 | 73 |
| 18-49 | 455,800 | .38 | 71 |
| 12-24 | 188,200 | .41 | 66 |
| 12-34 | 337,900 | .39 | 69 |
| 18-34 | 258,400 | .38 | 70 |
| WOMEN TOTAL | 361,400 | .38 | 73 |
| 18-49 | 232,800 | .39 | 71 |
| 12-24 | 94,000 | .42 | 66 |
| 18-34 | 131,500 | .39 | 69 |
| 25-49 | 177,500 | .37 | 71 |
| 25-54 | 201,100 | .37 | 71 |
| MEN TOTAL | 325,300 | .37 | 73 |
| 18-49 | 223,000 | .37 | 71 |
| 18-34 | 126,900 | .37 | 71 |
| 21-49 | 200,000 | .36 | 71 |
| 25-49 | 169,600 | .36 | 72 |
| 25-54 | 192,100 | .36 | 72 |
| TEENS TOTAL | 79,500 | .39 | 70 |
| CHILD TOTAL | 127,700 | .38 | 76 |
| 6-11 | 77,800 | .38 | 76 |

TV HOUSEHOLDS 19,000 .19 88

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 50,900 | .18 | 92 |
| 18+ | 37,500 | .19 | 89 |
| 18-49 | 25,700 | .18 | 92 |
| 12-24 | 11,600 | .18 | 95 |
| 12-34 | 20,800 | .18 | 95 |
| 18-34 | 15,900 | .18 | 94 |
| WOMEN TOTAL | 20,400 | .19 | 88 |
| 18-49 | 13,600 | .18 | 90 |
| 12-24 | 5,700 | .17 | 95 |
| 18-34 | 8,100 | .18 | 90 |
| 25-49 | 10,200 | .18 | 89 |
| 25-54 | 11,200 | .17 | 89 |
| MEN TOTAL | 17,100 | .19 | 92 |
| 18-49 | 12,100 | .18 | 94 |
| 18-34 | 7,800 | .18 | 94 |
| 21-49 | 10,300 | .17 | 96 |
| 25-49 | 8,800 | .17 | 95 |
| 25-54 | 9,900 | .17 | 93 |
| TEENS TOTAL | 4,900 | .16 | 98 |
| CHILD TOTAL | 8,500 | .16 | 99 |
| 6-11 | 5,200 | .17 | 98 |

TV HOUSEHOLDS 1,100 .02 145

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 4,100 | .02 | 149 |
| 18+ | 3,200 | .02 | 142 |
| 18-49 | 2,600 | .02 | 143 |
| 12-24 | 1,000 | .02 | 150 |
| 12-34 | 2,000 | .02 | 146 |
| 18-34 | 1,700 | .02 | 144 |
| WOMEN TOTAL | 1,500 | .02 | 137 |
| 18-49 | 1,300 | .02 | 134 |
| 12-24 | 600 | .02 | 134 |
| 18-34 | 900 | .03 | 129 |
| 25-49 | 900 | .02 | 136 |
| 25-54 | 1,000 | .02 | 136 |
| MEN TOTAL | 1,700 | .02 | 148 |
| 18-49 | 1,300 | .02 | 145 |
| 18-34 | 800 | .02 | 150 |
| 21-49 | 1,200 | .02 | 142 |
| 25-49 | 1,000 | .02 | 143 |
| 25-54 | 1,200 | .02 | 140 |
| TEENS TOTAL | 300 | .01 | 153 |
| CHILD TOTAL | 600 | .01 | 163 |
| 6-11 | 300 | .01 | 164 |

## ADI MARKETS POPULATION SUMMARY

### LIMA

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 38,900 | .04 | 198 | 3,600 | .04 | 141 | 300 | - | 188 |
| PERSONS 2+ | 105,000 | .04 | 198 | 12,000 | .04 | 140 | 1,200 | .01 | 192 |
| 18+ | 78,600 | .04 | 197 | 8,200 | .04 | 142 | 800 | .01 | 195 |
| 18-49 | 49,300 | .04 | 199 | 6,100 | .04 | 147 | 600 | .01 | 192 |
| 12-24 | 20,400 | .04 | 198 | 2,700 | .04 | 145 | 300 | .01 | 188 |
| 12-34 | 37,100 | .04 | 198 | 5,000 | .04 | 145 | 500 | - | 192 |
| 18-34 | 27,300 | .04 | 198 | 3,700 | .04 | 148 | 400 | .01 | 189 |
| WOMEN TOTAL | 40,500 | .04 | 197 | 3,800 | .03 | 140 | 400 | .01 | 185 |
| 18-49 | 23,800 | .04 | 200 | 2,700 | .04 | 141 | 300 | .01 | 187 |
| 12-24 | 9,700 | .04 | 198 | 1,300 | .04 | 139 | 100 | - | 186 |
| 18-34 | 13,000 | .04 | 199 | 1,600 | .04 | 142 | 200 | .01 | 184 |
| 25-49 | 18,800 | .04 | 199 | 2,000 | .03 | 139 | 200 | - | 185 |
| 25-54 | 21,500 | .04 | 199 | 2,200 | .03 | 139 | 200 | - | 192 |
| MEN TOTAL | 38,100 | .04 | 197 | 4,400 | .05 | 147 | 400 | .01 | 195 |
| 18-49 | 25,500 | .04 | 198 | 3,400 | .05 | 147 | 300 | - | 191 |
| 18-34 | 14,300 | .04 | 198 | 2,100 | .05 | 146 | 200 | - | 188 |
| 21-49 | 23,000 | .04 | 198 | 3,100 | .05 | 146 | 300 | .01 | 188 |
| 25-49 | 19,900 | .04 | 198 | 2,700 | .05 | 139 | 200 | - | 189 |
| 25-54 | 22,400 | .04 | 199 | 3,000 | .05 | 138 | 300 | .01 | 184 |
| TEENS TOTAL | 9,800 | .05 | 195 | 1,300 | .04 | 135 | 100 | - | 186 |
| CHILD TOTAL | 16,600 | .05 | 197 | 2,500 | .05 | 135 | 300 | .01 | 187 |
| 6-11 | 10,000 | .05 | 197 | 1,600 | .05 | 136 | 200 | .01 | 173 |

### LINCOLN-HASTINGS-KEARNEY

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 238 600 | .26 | 98 | 1,500 | .02 | 163 | 2,500 | .04 | 114 |
| PERSONS 2+ | 595 800 | .25 | 107 | 5,200 | .02 | 164 | 9,300 | .04 | 110 |
| 18+ | 455 700 | .25 | 106 | 3,500 | .02 | 165 | 6,000 | .04 | 114 |
| 18-49 | 276 400 | .23 | 107 | 2,900 | .02 | 163 | 4,700 | .04 | 116 |
| 12-24 | 113 000 | .25 | 112 | 1,800 | .03 | 156 | 2,500 | .05 | 110 |
| 12-34 | 205,000 | .23 | 109 | 2,700 | .02 | 162 | 3,900 | .04 | 118 |
| 18-34 | 155,200 | .23 | 108 | 2,000 | .02 | 161 | 2,900 | .04 | 122 |
| WOMEN TOTAL | 238 100 | .25 | 102 | 1,400 | .01 | 163 | 2,500 | .03 | 116 |
| 18-49 | 137,100 | .23 | 110 | 1,100 | .01 | 158 | 2,000 | .04 | 117 |
| 12-24 | 55,100 | .25 | 111 | 300 | .02 | 153 | 1,200 | .05 | 104 |
| 18-34 | 76 300 | .23 | 110 | 800 | .02 | 157 | 1,300 | .04 | 116 |
| 25-49 | 105,800 | .22 | 107 | 600 | .01 | 165 | 1,300 | .03 | 119 |
| 25-54 | 119,900 | .22 | 108 | 700 | .01 | 163 | 1,400 | .03 | 119 |
| MEN TOTAL | 217,600 | .25 | 106 | 2,100 | .02 | 162 | 3,500 | .05 | 112 |
| 18-49 | 139 300 | .23 | 107 | 1,800 | .03 | 159 | 2,700 | .04 | 114 |
| 18-34 | 78 900 | 23 | 109 | 1,200 | .03 | 159 | 1,600 | .04 | 122 |
| 21-49 | 125,500 | .23 | 107 | 1,600 | .03 | 160 | 2,200 | .04 | 117 |
| 25-49 | 107,400 | .23 | 108 | 1,200 | .02 | 161 | 1,900 | .04 | 109 |
| 25-54 | 120,900 | .23 | 107 | 1,200 | .02 | 163 | 1,900 | .04 | 114 |
| TEENS TOTAL | 49 800 | .25 | 109 | 700 | .02 | 153 | 1,000 | .04 | 102 |
| CHILD TOTAL | 90,300 | .25 | 110 | 1,000 | .02 | 159 | 2,300 | .05 | 99 |
| 6-11 | 54,800 | .26 | 108 | 600 | .02 | 156 | 1,100 | .04 | 105 |

### LITTLE ROCK

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 449,100 | .49 | 57 | 70,000 | .71 | 39 | 2,100 | .03 | 118 |
| PERSONS 2+ | 1 158,600 | .48 | 58 | 205,900 | .72 | 37 | 8,800 | .04 | 114 |
| 18+ | 879,600 | .48 | 58 | 138,900 | .69 | 38 | 6,000 | .04 | 114 |
| 18-49 | 544,900 | .45 | 58 | 96,300 | .66 | 42 | 4,500 | .04 | 120 |
| 12-24 | 222,100 | .48 | 57 | 50,900 | .77 | 36 | 1,700 | .03 | 127 |
| 12-34 | 403,800 | .46 | 57 | 85,100 | .72 | 36 | 3,600 | .04 | 123 |
| 18-34 | 298,000 | .44 | 60 | 59,700 | .68 | 42 | 2,900 | .04 | 122 |
| WOMEN TOTAL | 464,800 | .48 | 58 | 76,700 | .70 | 38 | 2,300 | .03 | 118 |
| 18-49 | 276,400 | .46 | 58 | 51,400 | .67 | 42 | 2,000 | .04 | 117 |
| 12-24 | 109,200 | .49 | 57 | 25,400 | .77 | 36 | 700 | .03 | 130 |
| 18-34 | 150,500 | .45 | 60 | 31,800 | .70 | 37 | 1,300 | .04 | 116 |
| 25-49 | 218,400 | .46 | 59 | 38,400 | .66 | 41 | 1,600 | .04 | 108 |
| 25-54 | 249,300 | .46 | 59 | 42,300 | .65 | 42 | 1,800 | .04 | 110 |
| MEN TOTAL | 414,800 | .47 | 58 | 62,200 | .67 | 39 | 3,700 | .05 | 108 |
| 18-49 | 268,500 | .44 | 60 | 44,900 | .65 | 46 | 2,500 | .04 | 117 |
| 18-34 | 147,500 | .43 | 60 | 27,900 | .66 | 45 | 1,600 | .04 | 122 |
| 21-49 | 243,200 | .44 | 59 | 39,100 | .64 | 45 | 2,300 | .04 | 114 |
| 25-49 | 210,200 | .45 | 59 | 32,400 | .63 | 45 | 1,900 | .04 | 109 |
| 25-54 | 238,900 | .45 | 59 | 35,500 | .63 | 46 | 2,400 | .05 | 105 |
| TEENS TOTAL | 105,800 | .52 | 53 | 25,400 | .85 | 33 | 700 | .03 | 122 |
| CHILD TOTAL | 173,200 | .48 | 57 | 41,800 | .78 | 35 | 2,100 | .05 | 101 |
| 6-11 | 105,800 | .49 | 56 | 25,500 | .82 | 34 | 1,300 | .05 | 97 |

# ADI MARKETS POPULATION SUMMARY

## LOS ANGELES (BARSTOW, CORONA & SAN BERNARDINO)

| | ALL: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 4,883,200 | 5.32 | 2 | 408,700 | 4.13 | 3 | 1,140,100 | 18.31 | 1 |
| PERSONS 2+ | 14,034,900 | 5.83 | 2 | 1,115,200 | 3.92 | 4 | 4,675,800 | 21.01 | 1 |
| 18+ | 10,652,800 | 5.77 | 2 | 809,700 | 4.02 | 5 | 3,171,700 | 20.83 | 1 |
| 18-49 | 7,534,000 | 6.24 | 2 | 603,100 | 4.15 | 4 | 2,623,900 | 21.98 | 1 |
| 12-24 | 2,845,600 | 6.20 | 2 | 245,300 | 3.71 | 4 | 1,248,600 | 22.73 | 1 |
| 12-34 | 5,604,900 | 6.39 | 2 | 473,200 | 4.01 | 3 | 2,276,600 | 22.64 | 1 |
| 18-34 | 4,439,600 | 6.57 | 2 | 369,000 | 4.19 | 3 | 1,768,800 | 23.10 | 1 |
| WOMEN TOTAL | 5,376,400 | 5.59 | 2 | 425,000 | 3.90 | 5 | 1,514,700 | 20.27 | 1 |
| 18-49 | 3,651,200 | 6.04 | 2 | 308,300 | 4.04 | 4 | 1,211,800 | 21.32 | 1 |
| 12-24 | 1,345,000 | 5.99 | 2 | 120,000 | 3.64 | 4 | 570,700 | 22.01 | 1 |
| 18-34 | 2,104,000 | 6.29 | 2 | 184,800 | 4.06 | 4 | 792,300 | 22.27 | 1 |
| 25-49 | 2,871,700 | 6.00 | 2 | 239,500 | 4.11 | 4 | 888,300 | 20.86 | 1 |
| 25-54 | 3,202,100 | 5.94 | 2 | 265,900 | 4.10 | 4 | 963,100 | 20.58 | 1 |
| MEN TOTAL | 5,276,400 | 5.97 | 2 | 384,700 | 4.16 | 3 | 1,657,000 | 21.36 | 1 |
| 18-49 | 3,882,800 | 6.43 | 2 | 294,800 | 4.27 | 3 | 1,412,100 | 22.57 | 1 |
| 18-34 | 2,335,600 | 6.85 | 2 | 184,200 | 4.33 | 3 | 976,500 | 23.81 | 1 |
| 21-49 | 3,540,000 | 6.44 | 2 | 265,200 | 4.33 | 3 | 1,252,100 | 22.39 | 1 |
| 25-49 | 2,982,000 | 6.32 | 2 | 222,500 | 4.35 | 3 | 994,800 | 21.70 | 1 |
| 25-54 | 3,305,000 | 6.23 | 2 | 246,600 | 4.36 | 3 | 1,064,800 | 21.37 | 1 |
| TEENS TOTAL | 1,165,300 | 5.78 | 2 | 104,200 | 3.47 | 4 | 507,800 | 21.19 | 1 |
| CHILD TOTAL | 2,216,800 | 6.13 | 2 | 201,300 | 3.78 | 3 | 996,300 | 21.54 | 1 |
| 6-11 | 1,265,000 | 5.90 | 2 | 113,500 | 3.63 | 4 | 559,300 | 20.99 | 1 |

## LOUISVILLE

| | ALL: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 549,700 | .60 | 45 | 52,500 | .53 | 51 | 2,600 | .04 | 110 |
| PERSONS 2+ | 1,416,700 | .59 | 45 | 140,600 | .49 | 55 | 9,300 | .04 | 110 |
| 18+ | 1,078,900 | .58 | 46 | 99,000 | .49 | 53 | 6,800 | .04 | 106 |
| 18-49 | 695,900 | .58 | 45 | 69,100 | .48 | 55 | 5,200 | .04 | 109 |
| 12-24 | 268,000 | .58 | 46 | 31,800 | .48 | 58 | 2,400 | .04 | 113 |
| 12-34 | 506,600 | .58 | 45 | 57,000 | .48 | 55 | 4,400 | .04 | 112 |
| 18-34 | 379,000 | .56 | 45 | 41,800 | .47 | 54 | 3,800 | .05 | 105 |
| WOMEN TOTAL | 569,000 | .59 | 45 | 54,200 | .50 | 52 | 2,800 | .04 | 112 |
| 18-49 | 351,800 | .58 | 44 | 36,700 | .48 | 53 | 2,200 | .04 | 113 |
| 12-24 | 130,400 | .58 | 45 | 15,500 | .47 | 60 | 1,000 | .04 | 111 |
| 18-34 | 189,800 | .57 | 46 | 21,800 | .48 | 53 | 1,600 | .04 | 108 |
| 25-49 | 283,500 | .59 | 44 | 28,600 | .49 | 52 | 1,500 | .04 | 114 |
| 25-54 | 321,100 | .60 | 44 | 31,900 | .49 | 52 | 1,700 | .04 | 113 |
| MEN TOTAL | 509,900 | .58 | 46 | 44,800 | .48 | 55 | 4,000 | .05 | 104 |
| 18-49 | 344,100 | .57 | 46 | 32,400 | .47 | 55 | 3,000 | .05 | 107 |
| 18-34 | 189,200 | .56 | 46 | 20,000 | .47 | 55 | 2,200 | .05 | 104 |
| 21-49 | 313,500 | .57 | 46 | 28,300 | .46 | 55 | 2,500 | .04 | 107 |
| 25-49 | 272,000 | .58 | 45 | 23,900 | .47 | 55 | 1,900 | .04 | 109 |
| 25-54 | 307,500 | .58 | 45 | 26,500 | .47 | 55 | 2,000 | .04 | 110 |
| TEENS TOTAL | 127,600 | .63 | 45 | 15,200 | .51 | 57 | 600 | .03 | 130 |
| CHILD TOTAL | 210,200 | .58 | 46 | 26,400 | .50 | 60 | 1,900 | .04 | 109 |
| 6-11 | 129,000 | .60 | 46 | 16,100 | .51 | 58 | 900 | .03 | 113 |

## LUBBOCK

| | ALL: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 134,600 | .15 | 147 | 7,500 | .08 | 124 | 29,200 | .47 | 33 |
| PERSONS 2+ | 364,700 | .15 | 145 | 22,100 | .08 | 124 | 106,300 | .48 | 33 |
| 18+ | 268,200 | .15 | 146 | 14,400 | .07 | 127 | 65,800 | .43 | 34 |
| 18-49 | 178,200 | .15 | 143 | 10,500 | .07 | 126 | 51,700 | .43 | 33 |
| 12-24 | 82,700 | .18 | 129 | 5,600 | .08 | 124 | 27,400 | .50 | 33 |
| 12-34 | 142,300 | .16 | 134 | 9,700 | .08 | 125 | 46,900 | .47 | 33 |
| 18-34 | 108,500 | .16 | 131 | 6,800 | .08 | 126 | 33,300 | .43 | 33 |
| WOMEN TOTAL | 138,600 | .14 | 148 | 7,700 | .07 | 121 | 32,500 | .44 | 34 |
| 18-49 | 88,500 | .15 | 142 | 5,500 | .07 | 122 | 25,300 | .45 | 33 |
| 12-24 | 40,000 | .18 | 128 | 2,500 | .08 | 122 | 13,400 | .52 | 32 |
| 18-34 | 52,900 | .16 | 133 | 3,500 | .08 | 123 | 16,200 | .46 | 33 |
| 25-49 | 65,000 | .14 | 146 | 4,300 | .07 | 118 | 18,600 | .44 | 34 |
| 25-54 | 73,600 | .14 | 148 | 4,700 | .07 | 118 | 20,500 | .44 | 34 |
| MEN TOTAL | 129,600 | .15 | 146 | 6,700 | .07 | 127 | 33,300 | .43 | 34 |
| 18-49 | 89,700 | .15 | 143 | 5,000 | .07 | 130 | 26,400 | .42 | 37 |
| 18-34 | 55,600 | .16 | 131 | 3,300 | .08 | 132 | 17,100 | .42 | 38 |
| 21-49 | 79,200 | .14 | 144 | 4,400 | .07 | 129 | 23,600 | .42 | 37 |
| 25-49 | 64,300 | .14 | 147 | 3,500 | .07 | 130 | 19,300 | .42 | 36 |
| 25-54 | 72,400 | .14 | 146 | 3,800 | .07 | 129 | 21,100 | .42 | 37 |
| TEENS TOTAL | 33,800 | .17 | 147 | 2,900 | .10 | 116 | 13,600 | .57 | 31 |
| CHILD TOTAL | 82,700 | .17 | 138 | 4,800 | .09 | 118 | 26,900 | .58 | 29 |
| 6-11 | 37,900 | .18 | 140 | 2,600 | .08 | 120 | 16,100 | .60 | 29 |

# ADI MARKETS POPULATION SUMMARY

## MACON

TV HOUSEHOLDS 180,200 .20 120

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 491,500 | .20 | 117 |
| 18+ | 367,800 | .20 | 118 |
| 18-49 | 241,000 | .20 | 118 |
| 12-24 | 98,000 | .21 | 120 |
| 12-34 | 180,000 | .21 | 117 |
| 18-34 | 134,500 | .20 | 118 |
| WOMEN TOTAL | 195,400 | .20 | 116 |
| 18-49 | 122,500 | .20 | 114 |
| 12-24 | 49,000 | .22 | 118 |
| 18-34 | 68,200 | .20 | 115 |
| 25-49 | 95,700 | .20 | 115 |
| 25-54 | 109,000 | .20 | 115 |
| MEN TOTAL | 172,400 | .20 | 121 |
| 18-49 | 118,500 | .20 | 119 |
| 18-34 | 66,300 | .19 | 119 |
| 21-49 | 107,600 | .20 | 119 |
| 25-49 | 92,800 | .20 | 117 |
| 25-54 | 104,700 | .20 | 116 |
| TEENS TOTAL | 45,500 | .23 | 117 |
| CHILD TOTAL | 78,200 | .22 | 117 |
| 6-11 | 47,300 | .22 | 118 |

TV HOUSEHOLDS 57,900 .58 48

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 177,000 | .62 | 47 |
| 18+ | 122,800 | .61 | 48 |
| 18-49 | 86,800 | .60 | 47 |
| 12-24 | 41,400 | .63 | 48 |
| 12-34 | 72,600 | .61 | 48 |
| 18-34 | 52,200 | .59 | 48 |
| WOMEN TOTAL | 68,200 | .63 | 46 |
| 18-49 | 46,600 | .61 | 44 |
| 12-24 | 21,300 | .65 | 45 |
| 18-34 | 27,900 | .61 | 44 |
| 25-49 | 35,300 | .61 | 44 |
| 25-54 | 39,000 | .60 | 45 |
| MEN TOTAL | 54,600 | .59 | 50 |
| 18-49 | 40,200 | .58 | 50 |
| 18-34 | 24,300 | .57 | 50 |
| 21-49 | 35,600 | .58 | 50 |
| 25-49 | 30,500 | .60 | 47 |
| 25-54 | 33,600 | .59 | 47 |
| TEENS TOTAL | 20,400 | .68 | 43 |
| CHILD TOTAL | 33,800 | .63 | 44 |
| 6-11 | 20,600 | .66 | 44 |

TV HOUSEHOLDS 1,000 .02 148

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 4,100 | .02 | 149 |
| 18+ | 3,000 | .02 | 147 |
| 18-49 | 2,300 | .02 | 149 |
| 12-24 | 700 | .01 | 164 |
| 12-34 | 1,800 | .02 | 150 |
| 18-34 | 1,400 | .02 | 150 |
| WOMEN TOTAL | 1,100 | .01 | 148 |
| 18-49 | 900 | .02 | 149 |
| 12-24 | 300 | .01 | 164 |
| 18-34 | 500 | .01 | 155 |
| 25-49 | 800 | .02 | 140 |
| 25-54 | 800 | .02 | 143 |
| MEN TOTAL | 1,900 | .02 | 142 |
| 18-49 | 1,400 | .02 | 144 |
| 18-34 | 900 | .02 | 145 |
| 21-49 | 1,200 | .02 | 142 |
| 25-49 | 1,200 | .03 | 133 |
| 25-54 | 1,300 | .03 | 133 |
| TEENS TOTAL | 400 | .02 | 144 |
| CHILD TOTAL | 700 | .02 | 156 |
| 6-11 | 300 | .01 | 164 |

## MADISON

TV HOUSEHOLDS 265,200 .29 92

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 674,300 | .28 | 95 |
| 18+ | 521,500 | .28 | 93 |
| 18-49 | 355,500 | .29 | 92 |
| 12-24 | 136,700 | .30 | 96 |
| 12-34 | 258,100 | .29 | 94 |
| 18-34 | 205,100 | .30 | 86 |
| WOMEN TOTAL | 268,800 | .28 | 94 |
| 18-49 | 177,000 | .29 | 91 |
| 12-24 | 67,300 | .30 | 94 |
| 18-34 | 101,700 | .30 | 87 |
| 25-49 | 135,600 | .28 | 91 |
| 25-54 | 151,400 | .28 | 92 |
| MEN TOTAL | 252,700 | .29 | 92 |
| 18-49 | 178,500 | .30 | 91 |
| 18-34 | 103,400 | .30 | 85 |
| 21-49 | 161,100 | .29 | 89 |
| 25-49 | 136,200 | .29 | 89 |
| 25-54 | 151,600 | .29 | 89 |
| TEENS TOTAL | 53,000 | .26 | 102 |
| CHILD TOTAL | 99,800 | .28 | 97 |
| 6-11 | 58,900 | .27 | 100 |

TV HOUSEHOLDS 5,600 .06 130

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 17,400 | .06 | 129 |
| 18+ | 11,100 | .06 | 130 |
| 18-49 | 9,300 | .06 | 127 |
| 12-24 | 4,500 | .07 | 127 |
| 12-34 | 7,800 | .07 | 127 |
| 18-34 | 5,800 | .07 | 128 |
| WOMEN TOTAL | 5,300 | .05 | 133 |
| 18-49 | 4,300 | .06 | 129 |
| 12-24 | 2,200 | .07 | 126 |
| 18-34 | 2,800 | .06 | 128 |
| 25-49 | 3,100 | .05 | 130 |
| 25-54 | 3,400 | .05 | 129 |
| MEN TOTAL | 5,800 | .06 | 132 |
| 18-49 | 5,000 | .07 | 130 |
| 18-34 | 3,000 | .07 | 136 |
| 21-49 | 4,400 | .07 | 129 |
| 25-49 | 3,700 | .07 | 128 |
| 25-54 | 3,900 | .07 | 128 |
| TEENS TOTAL | 2,000 | .07 | 124 |
| CHILD TOTAL | 4,300 | .08 | 124 |
| 6-11 | 2,300 | .07 | 126 |

TV HOUSEHOLDS 2,300 .04 115

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 8,400 | .04 | 116 |
| 18+ | 5,200 | .03 | 120 |
| 18-49 | 4,600 | .04 | 118 |
| 12-24 | 2,700 | .05 | 103 |
| 12-34 | 4,500 | .04 | 109 |
| 18-34 | 3,300 | .04 | 113 |
| WOMEN TOTAL | 2,300 | .03 | 118 |
| 18-49 | 1,900 | .03 | 120 |
| 12-24 | 1,100 | .04 | 108 |
| 18-34 | 1,300 | .04 | 116 |
| 25-49 | 1,300 | .03 | 119 |
| 25-54 | 1,400 | .03 | 119 |
| MEN TOTAL | 2,900 | .04 | 122 |
| 18-49 | 2,700 | .04 | 114 |
| 18-34 | 2,000 | .05 | 111 |
| 21-49 | 2,400 | .04 | 111 |
| 25-49 | 1,800 | .04 | 113 |
| 25-54 | 1,900 | .04 | 114 |
| TEENS TOTAL | 1,200 | .05 | 98 |
| CHILD TOTAL | 2,000 | .04 | 103 |
| 6-11 | 1,100 | .04 | 105 |

## MANKATO

TV HOUSEHOLDS 29,900 .03 204

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 79,600 | .03 | 204 |
| 18+ | 61,700 | .03 | 204 |
| 18-49 | 39,600 | .03 | 203 |
| 12-24 | 20,300 | .04 | 199 |
| 12-34 | 31,400 | .04 | 201 |
| 18-34 | 24,900 | .04 | 200 |
| WOMEN TOTAL | 32,000 | .03 | 204 |
| 18-49 | 19,400 | .03 | 203 |
| 12-24 | 9,800 | .04 | 197 |
| 18-34 | 12,100 | .04 | 201 |
| 25-49 | 12,700 | .03 | 207 |
| 25-54 | 14,400 | .03 | 207 |
| MEN TOTAL | 29,700 | .03 | 204 |
| 18-49 | 20,200 | .03 | 203 |
| 18-34 | 12,800 | .04 | 200 |
| 21-49 | 17,100 | .03 | 203 |
| 25-49 | 13,100 | .03 | 207 |
| 25-54 | 14,800 | .03 | 207 |
| TEENS TOTAL | 6,500 | .03 | 206 |
| CHILD TOTAL | 11,400 | .03 | 206 |
| 6-11 | 7,300 | .03 | 204 |

TV HOUSEHOLDS 100 - 199

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 300 | - | 202 |
| 18+ | 300 | - | 200 |
| 18-49 | 300 | - | 199 |
| 12-24 | 200 | - | 195 |
| 12-34 | 300 | - | 199 |
| 18-34 | 300 | - | 196 |
| WOMEN TOTAL | 100 | - | 197 |
| 18-49 | 100 | - | 195 |
| 12-24 | 100 | - | 187 |
| 18-34 | 100 | - | 189 |
| 25-49 | | | 198 |
| 25-54 | | | 200 |
| MEN TOTAL | 200 | - | 199 |
| 18-49 | 200 | - | 198 |
| 18-34 | 200 | - | 194 |
| 21-49 | 100 | - | 201 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 199 |
| TEENS TOTAL | | | 197 |
| CHILD TOTAL | | | 200 |
| 6-11 | | | 194 |

TV HOUSEHOLDS 200 - 197

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 900 | - | 198 |
| 18+ | 600 | - | 197 |
| 18-49 | 400 | - | 199 |
| 12-24 | 200 | - | 193 |
| 12-34 | 400 | - | 195 |
| 18-34 | 400 | .01 | 189 |
| WOMEN TOTAL | 300 | - | 194 |
| 18-49 | 300 | .01 | 187 |
| 12-24 | 100 | - | 186 |
| 18-34 | 300 | .01 | 171 |
| 25-49 | 200 | - | 185 |
| 25-54 | 200 | - | 192 |
| MEN TOTAL | 300 | - | 199 |
| 18-49 | 100 | - | 204 |
| 18-34 | 100 | - | 200 |
| 21-49 | 100 | - | 201 |
| 25-49 | | | 206 |
| 25-54 | | | 207 |
| TEENS TOTAL | | | 195 |
| CHILD TOTAL | 300 | .01 | 187 |
| 6-11 | 100 | - | 190 |

# ADI MARKETS POPULATION SUMMARY

## MARQUETTE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 55,700 | .06 | 186 |
| PERSONS 2+ | 146,300 | .06 | 184 |
| 18+ | 112,600 | .06 | 184 |
| 18-49 | 69,700 | .06 | 185 |
| 12-24 | 31,300 | .07 | 184 |
| 12-34 | 52,600 | .06 | 186 |
| 18-34 | 39,900 | .06 | 184 |
| WOMEN TOTAL | 55,500 | .06 | 186 |
| 18-49 | 32,200 | .05 | 189 |
| 12-24 | 14,100 | .06 | 185 |
| 18-34 | 18,000 | .05 | 188 |
| 25-49 | 24,300 | .05 | 188 |
| 25-54 | 27,800 | .05 | 188 |
| MEN TOTAL | 57,100 | .06 | 183 |
| 18-49 | 37,500 | .06 | 184 |
| 18-34 | 21,900 | .06 | 180 |
| 21-49 | 32,700 | .06 | 184 |
| 25-49 | 26,800 | .06 | 184 |
| 25-54 | 30,400 | .06 | 184 |
| TEENS TOTAL | 12,700 | .06 | 186 |
| CHILD TOTAL | 21,000 | .06 | 187 |
| 6-11 | 12,900 | .06 | 186 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 200 | - | 193 |
| PERSONS 2+ | 1,400 | - | 186 |
| 18+ | 1,300 | .01 | 181 |
| 18-49 | 1,300 | .01 | 180 |
| 12-24 | 600 | .01 | 179 |
| 12-34 | 1,100 | .01 | 180 |
| 18-34 | 1,100 | .01 | 173 |
| WOMEN TOTAL | 300 | - | 185 |
| 18-49 | 300 | - | 182 |
| 12-24 | 200 | .01 | 179 |
| 18-34 | 300 | .01 | 175 |
| 25-49 | 100 | - | 190 |
| 25-54 | 100 | - | 191 |
| MEN TOTAL | 1,000 | .01 | 178 |
| 18-49 | 1,000 | .01 | 172 |
| 18-34 | 800 | .02 | 170 |
| 21-49 | 800 | .01 | 174 |
| 25-49 | 600 | .01 | 176 |
| 25-54 | 600 | .01 | 177 |
| TEENS TOTAL | | | 197 |
| CHILD TOTAL | 100 | - | 196 |
| 6-11 | | | 194 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 100 | - | 202 |
| PERSONS 2+ | 800 | - | 201 |
| 18+ | 600 | - | 197 |
| 18-49 | 600 | .01 | 192 |
| 12-24 | 400 | .01 | 181 |
| 12-34 | 500 | - | 192 |
| 18-34 | 500 | .01 | 186 |
| WOMEN TOTAL | 300 | - | 194 |
| 18-49 | 300 | .01 | 187 |
| 12-24 | 200 | .01 | 171 |
| 18-34 | 200 | .01 | 184 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 201 |
| MEN TOTAL | 300 | - | 199 |
| 18-49 | 300 | - | 191 |
| 18-34 | 300 | .01 | 181 |
| 21-49 | 100 | - | 201 |
| 25-49 | 100 | - | 200 |
| 25-54 | 100 | - | 201 |
| TEENS TOTAL | | | 195 |
| CHILD TOTAL | 200 | - | 194 |
| 6-11 | 100 | - | 190 |

## MCALLEN-BROWNSVILLE: LRGV

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 196,800 | .21 | 114 |
| PERSONS 2+ | 695,000 | .29 | 92 |
| 18+ | 458,100 | .25 | 103 |
| 18-49 | 308,900 | .26 | 104 |
| 12-24 | 173,100 | .38 | 75 |
| 12-34 | 275,200 | .31 | 85 |
| 18-34 | 181,500 | .27 | 101 |
| WOMEN TOTAL | 244,300 | .25 | 100 |
| 18-49 | 162,300 | .27 | 97 |
| 12-24 | 86,400 | .38 | 72 |
| 18-34 | 94,000 | .28 | 95 |
| 25-49 | 121,900 | .25 | 99 |
| 25-54 | 136,700 | .25 | 99 |
| MEN TOTAL | 213,800 | .24 | 108 |
| 18-49 | 146,600 | .24 | 105 |
| 18-34 | 87,500 | .26 | 103 |
| 21-49 | 128,700 | .23 | 106 |
| 25-49 | 107,600 | .23 | 107 |
| 25-54 | 120,300 | .23 | 108 |
| TEENS TOTAL | 93,700 | .46 | 62 |
| CHILD TOTAL | 143,200 | .40 | 70 |
| 6-11 | 88,500 | .41 | 66 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 400 | - | 184 |
| PERSONS 2+ | 1,300 | - | 188 |
| 18+ | 900 | - | 188 |
| 18-49 | 600 | - | 193 |
| 12-24 | 400 | .01 | 187 |
| 12-34 | 400 | - | 194 |
| 18-34 | 400 | - | 192 |
| WOMEN TOTAL | 400 | - | 180 |
| 18-49 | 200 | - | 188 |
| 12-24 | 200 | .01 | 179 |
| 18-34 | 200 | - | 183 |
| 25-49 | | | 198 |
| 25-54 | 200 | - | 181 |
| MEN TOTAL | 500 | .01 | 194 |
| 18-49 | 400 | .01 | 193 |
| 18-34 | 200 | - | 194 |
| 21-49 | 400 | .01 | 190 |
| 25-49 | 200 | - | 194 |
| 25-54 | 200 | - | 195 |
| TEENS TOTAL | | | 197 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 300 | .01 | 172 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 150,500 | 2.42 | 10 |
| PERSONS 2+ | 590,800 | 2.66 | 8 |
| 18+ | 372,900 | 2.45 | 9 |
| 18-49 | 273,800 | 2.29 | 10 |
| 12-24 | 156,500 | 2.85 | 8 |
| 12-34 | 249,500 | 2.48 | 10 |
| 18-34 | 164,300 | 2.15 | 10 |
| WOMEN TOTAL | 200,100 | 2.68 | 8 |
| 18-49 | 144,800 | 2.55 | 8 |
| 12-24 | 79,100 | 3.05 | 8 |
| 18-34 | 85,700 | 2.41 | 10 |
| 25-49 | 107,800 | 2.53 | 8 |
| 25-54 | 119,900 | 2.56 | 8 |
| MEN TOTAL | 172,800 | 2.23 | 10 |
| 18-49 | 129,000 | 2.06 | 11 |
| 18-34 | 78,600 | 1.92 | 12 |
| 21-49 | 112,900 | 2.02 | 11 |
| 25-49 | 94,700 | 2.07 | 11 |
| 25-54 | 104,800 | 2.10 | 10 |
| TEENS TOTAL | 85,200 | 3.55 | 8 |
| CHILD TOTAL | 132,700 | 2.87 | 8 |
| 6-11 | 81,700 | 3.07 | 8 |

## MEDFORD

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 133,900 | .15 | 149 |
| PERSONS 2+ | 330,600 | .14 | 153 |
| 18+ | 253,400 | .14 | 153 |
| 18-49 | 145,000 | .12 | 154 |
| 12-24 | 53,800 | .12 | 160 |
| 12-34 | 97,400 | .11 | 158 |
| 18-34 | 68,800 | .10 | 164 |
| WOMEN TOTAL | 130,800 | .14 | 152 |
| 18-49 | 73,100 | .12 | 154 |
| 12-24 | 26,000 | .12 | 159 |
| 18-34 | 34,600 | .10 | 160 |
| 25-49 | 60,900 | .13 | 153 |
| 25-54 | 69,500 | .13 | 153 |
| MEN TOTAL | 122,600 | .14 | 150 |
| 18-49 | 71,900 | .12 | 155 |
| 18-34 | 34,200 | .10 | 163 |
| 21-49 | 66,100 | .12 | 154 |
| 25-49 | 58,900 | .12 | 153 |
| 25-54 | 67,600 | .13 | 153 |
| TEENS TOTAL | 28,600 | .14 | 152 |
| CHILD TOTAL | 48,600 | .13 | 153 |
| 6-11 | 29,800 | .14 | 154 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 400 | - | 184 |
| PERSONS 2+ | 1,600 | .01 | 183 |
| 18+ | 1,100 | .01 | 183 |
| 18-49 | 800 | .01 | 188 |
| 12-24 | 200 | - | 195 |
| 12-34 | 600 | .01 | 188 |
| 18-34 | 500 | .01 | 188 |
| WOMEN TOTAL | 400 | - | 180 |
| 18-49 | 300 | - | 182 |
| 12-24 | 100 | - | 187 |
| 18-34 | 100 | - | 189 |
| 25-49 | 300 | .01 | 175 |
| 25-54 | 300 | - | 176 |
| MEN TOTAL | 700 | .01 | 185 |
| 18-49 | 500 | .01 | 189 |
| 18-34 | 400 | .01 | 186 |
| 21-49 | 500 | .01 | 188 |
| 25-49 | 400 | .01 | 186 |
| 25-54 | 400 | .01 | 187 |
| TEENS TOTAL | 100 | - | 187 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 300 | .01 | 172 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,000 | .06 | 91 |
| PERSONS 2+ | 14,700 | .07 | 91 |
| 18+ | 8,900 | .06 | 94 |
| 18-49 | 7,200 | .06 | 94 |
| 12-24 | 3,700 | .07 | 89 |
| 12-34 | 6,300 | .06 | 93 |
| 18-34 | 4,400 | .06 | 97 |
| WOMEN TOTAL | 4,100 | .05 | 93 |
| 18-49 | 3,200 | .06 | 93 |
| 12-24 | 1,800 | .07 | 84 |
| 18-34 | 1,800 | .05 | 96 |
| 25-49 | 2,300 | .05 | 93 |
| 25-54 | 2,700 | .06 | 91 |
| MEN TOTAL | 4,800 | .06 | 97 |
| 18-49 | 4,000 | .06 | 94 |
| 18-34 | 2,500 | .06 | 97 |
| 21-49 | 3,700 | .07 | 92 |
| 25-49 | 3,100 | .07 | 89 |
| 25-54 | 3,300 | .07 | 89 |
| TEENS TOTAL | 1,900 | .08 | 81 |
| CHILD TOTAL | 3,900 | .08 | 83 |
| 6-11 | 2,300 | .09 | 83 |

## MEMPHIS

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 597,000 | .65 | 39 |
| PERSONS 2+ | 1,595,600 | .66 | 42 |
| 18+ | 1,183,400 | .64 | 41 |
| 18-49 | 780,000 | .65 | 41 |
| 12-24 | 327,300 | .71 | 38 |
| 12-34 | 592,100 | .68 | 40 |
| 18-34 | 439,000 | .65 | 40 |
| WOMEN TOTAL | 635,300 | .66 | 38 |
| 18-49 | 402,500 | .67 | 41 |
| 12-24 | 161,800 | .72 | 37 |
| 18-34 | 225,100 | .67 | 40 |
| 25-49 | 315,700 | .66 | 40 |
| 25-54 | 356,200 | .66 | 40 |
| MEN TOTAL | 548,100 | .62 | 42 |
| 18-49 | 377,500 | .63 | 42 |
| 18-34 | 213,900 | .63 | 40 |
| 21-49 | 338,800 | .62 | 42 |
| 25-49 | 290,100 | .61 | 42 |
| 25-54 | 326,400 | .62 | 42 |
| TEENS TOTAL | 153,100 | .76 | 37 |
| CHILD TOTAL | 262,100 | .72 | 39 |
| 6-11 | 157,700 | .74 | 39 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 194,000 | 1.96 | 12 |
| PERSONS 2+ | 585,900 | 2.06 | 11 |
| 18+ | 393,100 | 1.95 | 12 |
| 18-49 | 275,600 | 1.89 | 13 |
| 12-24 | 141,400 | 2.14 | 9 |
| 12-34 | 239,200 | 2.03 | 11 |
| 18-34 | 167,900 | 1.91 | 13 |
| WOMEN TOTAL | 221,600 | 2.03 | 11 |
| 18-49 | 151,200 | 1.98 | 13 |
| 12-24 | 71,700 | 2.18 | 9 |
| 18-34 | 91,300 | 2.01 | 12 |
| 25-49 | 114,600 | 1.97 | 12 |
| 25-54 | 127,100 | 1.96 | 12 |
| MEN TOTAL | 171,500 | 1.86 | 14 |
| 18-49 | 124,400 | 1.80 | 14 |
| 18-34 | 76,600 | 1.80 | 15 |
| 21-49 | 108,900 | 1.78 | 14 |
| 25-49 | 90,900 | 1.78 | 14 |
| 25-54 | 100,300 | 1.77 | 14 |
| TEENS TOTAL | 71,300 | 2.38 | 8 |
| CHILD TOTAL | 121,500 | 2.28 | 9 |
| 6-11 | 73,300 | 2.34 | 9 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,000 | .05 | 100 |
| PERSONS 2+ | 11,100 | .05 | 99 |
| 18+ | 8,500 | .06 | 95 |
| 18-49 | 6,400 | .05 | 98 |
| 12-24 | 2,900 | .05 | 101 |
| 12-34 | 5,500 | .05 | 98 |
| 18-34 | 4,600 | .06 | 95 |
| WOMEN TOTAL | 3,200 | .04 | 100 |
| 18-49 | 2,700 | .05 | 99 |
| 12-24 | 900 | .03 | 113 |
| 18-34 | 1,900 | .05 | 96 |
| 25-49 | 2,100 | .05 | 95 |
| 25-54 | 2,200 | .05 | 99 |
| MEN TOTAL | 5,300 | .07 | 92 |
| 18-49 | 3,700 | .06 | 98 |
| 18-34 | 2,700 | .07 | 94 |
| 21-49 | 3,000 | .05 | 101 |
| 25-49 | 2,300 | .05 | 103 |
| 25-54 | 2,400 | .05 | 105 |
| TEENS TOTAL | 900 | .04 | 106 |
| CHILD TOTAL | 1,700 | .04 | 114 |
| 6-11 | 900 | .03 | 113 |

## MERIDIAN

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 64,900 | .07 | 181 |
| PERSONS 2+ | 174,000 | .07 | 180 |
| 18+ | 127,500 | .07 | 181 |
| 18-49 | 78,100 | .06 | 181 |
| 12-24 | 36,500 | .08 | 178 |
| 12-34 | 62,200 | .07 | 177 |
| 18-34 | 44,200 | .07 | 180 |
| WOMEN TOTAL | 69,100 | .07 | 179 |
| 18-49 | 40,300 | .07 | 179 |
| 12-24 | 18,100 | .08 | 178 |
| 18-34 | 22,900 | .07 | 179 |
| 25-49 | 30,900 | .06 | 180 |
| 25-54 | 35,300 | .07 | 180 |
| MEN TOTAL | 58,400 | .07 | 181 |
| 18-49 | 37,800 | .06 | 182 |
| 18-34 | 21,300 | .06 | 181 |
| 21-49 | 33,500 | .06 | 182 |
| 25-49 | 28,700 | .06 | 182 |
| 25-54 | 32,800 | .06 | 182 |
| TEENS TOTAL | 18,000 | .09 | 175 |
| CHILD TOTAL | 28,500 | .08 | 178 |
| 6-11 | 17,700 | .08 | 177 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 21,900 | .22 | 84 |
| PERSONS 2+ | 64,400 | .23 | 83 |
| 18+ | 42,900 | .21 | 83 |
| 18-49 | 28,400 | .20 | 86 |
| 12-24 | 16,100 | .24 | 82 |
| 12-34 | 25,800 | .22 | 83 |
| 18-34 | 17,500 | .20 | 87 |
| WOMEN TOTAL | 24,200 | .22 | 83 |
| 18-49 | 15,500 | .20 | 83 |
| 12-24 | 8,400 | .25 | 80 |
| 18-34 | 9,500 | .21 | 83 |
| 25-49 | 11,300 | .19 | 84 |
| 25-54 | 12,700 | .20 | 84 |
| MEN TOTAL | 18,700 | .20 | 88 |
| 18-49 | 12,900 | .19 | 91 |
| 18-34 | 8,000 | .19 | 92 |
| 21-49 | 10,900 | .18 | 92 |
| 25-49 | 9,300 | .18 | 91 |
| 25-54 | 10,400 | .18 | 90 |
| TEENS TOTAL | 8,300 | .28 | 78 |
| CHILD TOTAL | 13,200 | .25 | 82 |
| 6-11 | 8,200 | .26 | 81 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 100 | - | 202 |
| PERSONS 2+ | 600 | - | 202 |
| 18+ | 500 | - | 201 |
| 18-49 | 300 | - | 205 |
| 12-24 | 200 | - | 193 |
| 12-34 | 300 | - | 200 |
| 18-34 | 200 | - | 201 |
| WOMEN TOTAL | 200 | - | 199 |
| 18-49 | 200 | - | 195 |
| 12-24 | 100 | - | 186 |
| 18-34 | 100 | - | 197 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 201 |
| MEN TOTAL | 300 | - | 199 |
| 18-49 | 100 | - | 204 |
| 18-34 | 100 | - | 200 |
| 21-49 | 100 | - | 201 |
| 25-49 | 100 | - | 200 |
| 25-54 | 100 | - | 201 |
| TEENS TOTAL | 100 | - | 186 |
| CHILD TOTAL | | | 206 |
| 6-11 | | | 199 |

## MIAMI-FT.LAUDERDALE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,286,300 | 1.40 | 16 |
| PERSONS 2+ | 3,257,600 | 1.35 | 15 |
| 18+ | 2,592,400 | 1.40 | 15 |
| 18-49 | 1,558,500 | 1.29 | 15 |
| 12-24 | 536,200 | 1.17 | 15 |
| 12-34 | 1,091,000 | 1.24 | 15 |
| 18-34 | 854,200 | 1.26 | 15 |
| WOMEN TOTAL | 1,373,600 | 1.43 | 14 |
| 18-49 | 788,100 | 1.30 | 15 |
| 12-24 | 265,400 | 1.18 | 15 |
| 18-34 | 429,700 | 1.28 | 15 |
| 25-49 | 637,700 | 1.33 | 15 |
| 25-54 | 726,200 | 1.35 | 15 |
| MEN TOTAL | 1,218,800 | 1.38 | 15 |
| 18-49 | 770,400 | 1.28 | 15 |
| 18-34 | 424,500 | 1.25 | 16 |
| 21-49 | 712,200 | 1.30 | 15 |
| 25-49 | 621,400 | 1.32 | 15 |
| 25-54 | 704,500 | 1.33 | 15 |
| TEENS TOTAL | 236,800 | 1.17 | 16 |
| CHILD TOTAL | 428,400 | 1.18 | 17 |
| 6-11 | 246,700 | 1.15 | 17 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 178,400 | 1.80 | 14 |
| PERSONS 2+ | 564,300 | 1.98 | 12 |
| 18+ | 386,300 | 1.92 | 13 |
| 18-49 | 293,000 | 2.01 | 11 |
| 12-24 | 125,900 | 1.91 | 13 |
| 12-34 | 232,200 | 1.97 | 13 |
| 18-34 | 171,400 | 1.95 | 12 |
| WOMEN TOTAL | 208,500 | 1.91 | 13 |
| 18-49 | 155,500 | 2.04 | 11 |
| 12-24 | 64,500 | 1.96 | 13 |
| 18-34 | 91,100 | 2.00 | 13 |
| 25-49 | 121,400 | 2.08 | 11 |
| 25-54 | 134,900 | 2.08 | 11 |
| MEN TOTAL | 177,800 | 1.92 | 12 |
| 18-49 | 137,500 | 1.99 | 11 |
| 18-34 | 80,300 | 1.89 | 12 |
| 21-49 | 124,000 | 2.03 | 11 |
| 25-49 | 106,500 | 2.08 | 11 |
| 25-54 | 118,600 | 2.10 | 11 |
| TEENS TOTAL | 60,800 | 2.03 | 11 |
| CHILD TOTAL | 117,200 | 2.20 | 10 |
| 6-11 | 67,100 | 2.15 | 11 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 381,900 | 6.13 | 3 |
| PERSONS 2+ | 1,113,200 | 5.00 | 3 |
| 18+ | 886,100 | 5.82 | 3 |
| 18-49 | 555,500 | 4.65 | 3 |
| 12-24 | 196,800 | 3.56 | 6 |
| 12-34 | 401,400 | 3.99 | 5 |
| 18-34 | 314,500 | 4.11 | 5 |
| WOMEN TOTAL | 468,100 | 6.27 | 3 |
| 18-49 | 282,100 | 4.98 | 3 |
| 12-24 | 96,600 | 3.73 | 5 |
| 18-34 | 157,100 | 4.42 | 3 |
| 25-49 | 227,200 | 5.34 | 3 |
| 25-54 | 263,000 | 5.62 | 3 |
| MEN TOTAL | 418,000 | 5.39 | 3 |
| 18-49 | 273,400 | 4.37 | 4 |
| 18-34 | 157,400 | 3.84 | 6 |
| 21-49 | 251,900 | 4.50 | 3 |
| 25-49 | 218,400 | 4.76 | 3 |
| 25-54 | 250,900 | 5.04 | 3 |
| TEENS TOTAL | 86,900 | 3.63 | 6 |
| CHILD TOTAL | 140,200 | 3.03 | 7 |
| 6-11 | 82,100 | 3.08 | 7 |

# ADI MARKETS POPULATION SUMMARY

## MILWAUKEE (KENOSHA & RACINE)

TV HOUSEHOLDS 765,300 .83 28

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,993,400 | .83 | 28 |
| 18+ | 1,512,200 | .82 | 28 |
| 18-49 | 980,700 | .81 | 29 |
| 12-24 | 369,300 | .80 | 31 |
| 12-34 | 714,900 | .82 | 30 |
| 18-34 | 545,800 | .81 | 28 |
| WOMEN TOTAL | 794,500 | .83 | 28 |
| 18-49 | 495,300 | .82 | 29 |
| 12-24 | 182,800 | .81 | 31 |
| 18-34 | 275,000 | .82 | 29 |
| 25-49 | 395,000 | .83 | 28 |
| 25-54 | 445,500 | .83 | 28 |
| MEN TOTAL | 717,700 | .81 | 28 |
| 18-49 | 485,400 | .80 | 29 |
| 18-34 | 270,800 | .79 | 30 |
| 21-49 | 445,400 | .81 | 29 |
| 25-49 | 385,500 | .82 | 28 |
| 25-54 | 433,400 | .82 | 28 |
| TEENS TOTAL | 169,100 | .84 | 29 |
| CHILD TOTAL | 312,100 | .86 | 29 |
| 6-11 | 186,000 | .87 | 28 |

TV HOUSEHOLDS 71,000 .72 38

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 214,300 | .75 | 35 |
| 18+ | 135,300 | .67 | 42 |
| 18-49 | 105,100 | .72 | 35 |
| 12-24 | 53,600 | .81 | 34 |
| 12-34 | 92,400 | .78 | 35 |
| 18-34 | 65,700 | .75 | 33 |
| WOMEN TOTAL | 75,500 | .69 | 40 |
| 18-49 | 58,400 | .76 | 33 |
| 12-24 | 27,500 | .83 | 33 |
| 18-34 | 36,300 | .80 | 33 |
| 25-49 | 44,000 | .76 | 34 |
| 25-54 | 48,600 | .75 | 34 |
| MEN TOTAL | 59,800 | .65 | 46 |
| 18-49 | 46,700 | .68 | 40 |
| 18-34 | 29,400 | .69 | 41 |
| 21-49 | 41,000 | .67 | 43 |
| 25-49 | 34,200 | .67 | 38 |
| 25-54 | 37,700 | .67 | 38 |
| TEENS TOTAL | 26,700 | .89 | 28 |
| CHILD TOTAL | 62,300 | .98 | 26 |
| 6-11 | 30,400 | .97 | 26 |

TV HOUSEHOLDS 19,800 .32 44

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 71,600 | .32 | 45 |
| 18+ | 43,800 | .29 | 45 |
| 18-49 | 35,600 | .30 | 45 |
| 12-24 | 18,300 | .33 | 45 |
| 12-34 | 32,300 | .32 | 45 |
| 18-34 | 23,300 | .30 | 45 |
| WOMEN TOTAL | 21,000 | .28 | 46 |
| 18-49 | 16,900 | .30 | 44 |
| 12-24 | 9,000 | .35 | 43 |
| 18-34 | 11,000 | .31 | 44 |
| 25-49 | 12,400 | .29 | 44 |
| 25-54 | 13,300 | .28 | 45 |
| MEN TOTAL | 22,800 | .29 | 45 |
| 18-49 | 18,700 | .30 | 45 |
| 18-34 | 12,300 | .30 | 45 |
| 21-49 | 16,500 | .30 | 45 |
| 25-49 | 13,900 | .30 | 45 |
| 25-54 | 15,000 | .30 | 45 |
| TEENS TOTAL | 9,000 | .38 | 41 |
| CHILD TOTAL | 18,800 | .41 | 41 |
| 6-11 | 10,700 | .40 | 41 |

## MINNEAPOLIS-ST. PAUL (ST. CLOUD)

TV HOUSEHOLDS 1,380,100 1.50 13

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 3,571,800 | 1.48 | 13 |
| 18+ | 2,694,900 | 1.46 | 13 |
| 18-49 | 1,829,200 | 1.51 | 12 |
| 12-24 | 658,000 | 1.43 | 13 |
| 12-34 | 1,321,200 | 1.51 | 12 |
| 18-34 | 1,026,400 | 1.52 | 12 |
| WOMEN TOTAL | 1,393,500 | 1.45 | 13 |
| 18-49 | 913,100 | 1.51 | 12 |
| 12-24 | 326,000 | 1.45 | 13 |
| 18-34 | 512,300 | 1.53 | 12 |
| 25-49 | 731,100 | 1.53 | 12 |
| 25-54 | 815,300 | 1.51 | 12 |
| MEN TOTAL | 1,301,400 | 1.47 | 13 |
| 18-49 | 916,100 | 1.52 | 13 |
| 18-34 | 514,100 | 1.51 | 12 |
| 21-49 | 844,500 | 1.54 | 13 |
| 25-49 | 734,900 | 1.56 | 13 |
| 25-54 | 817,900 | 1.54 | 13 |
| TEENS TOTAL | 294,800 | 1.46 | 13 |
| CHILD TOTAL | 582,100 | 1.61 | 11 |
| 6-11 | 346,000 | 1.61 | 11 |

TV HOUSEHOLDS 32,100 .32 72

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 92,200 | .32 | 71 |
| 18+ | 60,200 | .30 | 74 |
| 18-49 | 49,900 | .34 | 69 |
| 12-24 | 22,200 | .34 | 70 |
| 12-34 | 42,200 | .36 | 68 |
| 18-34 | 32,200 | .37 | 68 |
| WOMEN TOTAL | 28,600 | .26 | 77 |
| 18-49 | 23,300 | .30 | 73 |
| 12-24 | 10,700 | .32 | 72 |
| 18-34 | 15,600 | .34 | 69 |
| 25-49 | 17,200 | .30 | 75 |
| 25-54 | 18,400 | .28 | 75 |
| MEN TOTAL | 31,600 | .34 | 70 |
| 18-49 | 26,600 | .39 | 67 |
| 18-34 | 16,600 | .39 | 64 |
| 21-49 | 24,200 | .40 | 64 |
| 25-49 | 20,500 | .40 | 60 |
| 25-54 | 22,000 | .39 | 62 |
| TEENS TOTAL | 10,000 | .33 | 72 |
| CHILD TOTAL | 22,000 | .41 | 66 |
| 6-11 | 12,100 | .39 | 68 |

TV HOUSEHOLDS 12,300 .20 56

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 46,500 | .21 | 54 |
| 18+ | 29,200 | .19 | 55 |
| 18-49 | 24,100 | .20 | 55 |
| 12-24 | 12,400 | .23 | 51 |
| 12-34 | 21,100 | .21 | 54 |
| 18-34 | 15,600 | .20 | 55 |
| WOMEN TOTAL | 13,300 | .18 | 54 |
| 18-49 | 11,100 | .20 | 53 |
| 12-24 | 6,300 | .24 | 49 |
| 18-34 | 7,400 | .21 | 53 |
| 25-49 | 7,600 | .18 | 55 |
| 25-54 | 8,100 | .17 | 55 |
| MEN TOTAL | 15,900 | .20 | 54 |
| 18-49 | 13,000 | .21 | 54 |
| 18-34 | 8,200 | .20 | 56 |
| 21-49 | 11,600 | .21 | 54 |
| 25-49 | 9,600 | .21 | 53 |
| 25-54 | 10,300 | .21 | 53 |
| TEENS TOTAL | 5,500 | .23 | 51 |
| CHILD TOTAL | 11,800 | .26 | 52 |
| 6-11 | 6,800 | .26 | 51 |

## MINOT-BISMARCK-DICKINSON-GLENDIVE

TV HOUSEHOLDS 133,900 .15 149

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 349,000 | .14 | 150 |
| 18+ | 254,200 | .14 | 152 |
| 18-49 | 154,300 | .13 | 151 |
| 12-24 | 61,700 | .13 | 153 |
| 12-34 | 116,600 | .13 | 148 |
| 18-34 | 82,500 | .12 | 149 |
| WOMEN TOTAL | 130,200 | .14 | 153 |
| 18-49 | 75,700 | .13 | 152 |
| 12-24 | 30,100 | .13 | 153 |
| 18-34 | 40,800 | .12 | 152 |
| 25-49 | 62,100 | .13 | 151 |
| 25-54 | 70,700 | .13 | 150 |
| MEN TOTAL | 124,000 | .14 | 148 |
| 18-49 | 78,600 | .13 | 149 |
| 18-34 | 41,700 | .12 | 152 |
| 21-49 | 72,200 | .13 | 148 |
| 25-49 | 64,600 | .14 | 146 |
| 25-54 | 72,400 | .14 | 146 |
| TEENS TOTAL | 34,100 | .17 | 145 |
| CHILD TOTAL | 60,700 | .17 | 144 |
| 6-11 | 37,600 | .18 | 142 |

TV HOUSEHOLDS 500 .01 182

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,300 | - | 188 |
| 18+ | 900 | - | 188 |
| 18-49 | 900 | .01 | 184 |
| 12-24 | 400 | .01 | 187 |
| 12-34 | 900 | .01 | 183 |
| 18-34 | 700 | .01 | 182 |
| WOMEN TOTAL | 300 | - | 185 |
| 18-49 | 300 | - | 182 |
| 12-24 | 200 | .01 | 179 |
| 18-34 | 200 | - | 183 |
| 25-49 | 200 | - | 181 |
| 25-54 | 200 | - | 181 |
| MEN TOTAL | 600 | .01 | 187 |
| 18-49 | 600 | .01 | 184 |
| 18-34 | 500 | .01 | 179 |
| 21-49 | 600 | .01 | 182 |
| 25-49 | 500 | .01 | 180 |
| 25-54 | 500 | .01 | 180 |
| TEENS TOTAL | 200 | .01 | 176 |
| CHILD TOTAL | 200 | - | 188 |
| 6-11 | 200 | .01 | 178 |

TV HOUSEHOLDS 400 .01 177

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 2,100 | .01 | 174 |
| 18+ | 1,300 | .01 | 175 |
| 18-49 | 900 | .01 | 179 |
| 12-24 | 200 | - | 193 |
| 12-34 | 600 | .01 | 188 |
| 18-34 | 600 | .01 | 181 |
| WOMEN TOTAL | 500 | .01 | 176 |
| 18-49 | 500 | .01 | 171 |
| 12-24 | 100 | - | 186 |
| 18-34 | 300 | .01 | 171 |
| 25-49 | 400 | .01 | 166 |
| 25-54 | 400 | .01 | 170 |
| MEN TOTAL | 800 | .01 | 175 |
| 18-49 | 400 | .01 | 185 |
| 18-34 | 300 | .01 | 181 |
| 21-49 | 400 | .01 | 179 |
| 25-49 | 300 | .01 | 181 |
| 25-54 | 400 | .01 | 175 |
| TEENS TOTAL | | | 195 |
| CHILD TOTAL | 800 | .02 | 152 |
| 6-11 | 500 | .02 | 141 |

### MISSOULA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 71,300 | .08 | 177 |
| PERSONS 2+ | 179,500 | .07 | 178 |
| 18+ | 134,000 | .07 | 179 |
| 18-49 | 86,400 | .07 | 177 |
| 12-24 | 32,800 | .07 | 182 |
| 12-34 | 59,900 | .07 | 181 |
| 18-34 | 43,300 | .06 | 181 |
| WOMEN TOTAL | 69,000 | .07 | 180 |
| 18-49 | 43,500 | .07 | 177 |
| 12-24 | 16,000 | .07 | 182 |
| 18-34 | 22,100 | .07 | 181 |
| 25-49 | 35,500 | .07 | 176 |
| 25-54 | 40,000 | .07 | 177 |
| MEN TOTAL | 65,000 | .07 | 178 |
| 18-49 | 42,900 | .07 | 177 |
| 18-34 | 21,200 | .06 | 182 |
| 21-49 | 39,300 | .07 | 177 |
| 25-49 | 34,700 | .07 | 175 |
| 25-54 | 39,400 | .07 | 175 |
| TEENS TOTAL | 16,600 | .08 | 178 |
| CHILD TOTAL | 28,900 | .08 | 177 |
| 6-11 | 17,800 | .08 | 176 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 100 | - | 199 |
| PERSONS 2+ | 300 | - | 202 |
| 18+ | 200 | - | 202 |
| 18-49 | 200 | - | 201 |
| 12-24 | 200 | - | 195 |
| 12-34 | 200 | - | 201 |
| 18-34 | 100 | - | 201 |
| WOMEN TOTAL | | | 202 |
| 18-49 | | | 202 |
| 12-24 | 100 | - | 187 |
| 18-34 | | | 199 |
| 25-49 | | | 198 |
| 25-54 | | | 200 |
| MEN TOTAL | 200 | - | 199 |
| 18-49 | 200 | - | 198 |
| 18-34 | 100 | - | 199 |
| 21-49 | 200 | - | 197 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 199 |
| TEENS TOTAL | 100 | - | 187 |
| CHILD TOTAL | | | 200 |
| 6-11 | | | 194 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 700 | .01 | 158 |
| PERSONS 2+ | 2,500 | .01 | 164 |
| 18+ | 1,400 | .01 | 172 |
| 18-49 | 1,100 | .01 | 175 |
| 12-24 | 400 | .01 | 181 |
| 12-34 | 900 | .01 | 175 |
| 18-34 | 700 | .01 | 176 |
| WOMEN TOTAL | 700 | .01 | 162 |
| 18-49 | 500 | .01 | 171 |
| 12-24 | 100 | - | 186 |
| 18-34 | 300 | .01 | 171 |
| 25-49 | 400 | .01 | 166 |
| 25-54 | 600 | .01 | 153 |
| MEN TOTAL | 700 | .01 | 179 |
| 18-49 | 600 | .01 | 173 |
| 18-34 | 400 | .01 | 173 |
| 21-49 | 600 | .01 | 169 |
| 25-49 | 500 | .01 | 164 |
| 25-54 | 500 | .01 | 166 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 900 | .02 | 140 |
| 6-11 | 600 | .02 | 136 |

### MOBILE-PENSACOLA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 410,200 | .45 | 63 |
| PERSONS 2+ | 1,081,300 | .45 | 61 |
| 18+ | 811,000 | .44 | 62 |
| 18-49 | 525,500 | .44 | 61 |
| 12-24 | 213,800 | .47 | 59 |
| 12-34 | 394,800 | .45 | 59 |
| 18-34 | 294,600 | .44 | 61 |
| WOMEN TOTAL | 425,900 | .44 | 62 |
| 18-49 | 266,200 | .44 | 60 |
| 12-24 | 104,800 | .47 | 60 |
| 18-34 | 147,500 | .44 | 61 |
| 25-49 | 210,200 | .44 | 61 |
| 25-54 | 239,800 | .44 | 61 |
| MEN TOTAL | 385,100 | .44 | 62 |
| 18-49 | 259,300 | .43 | 61 |
| 18-34 | 147,100 | .43 | 61 |
| 21-49 | 235,200 | .43 | 62 |
| 25-49 | 201,700 | .43 | 62 |
| 25-54 | 228,900 | .43 | 62 |
| TEENS TOTAL | 100,200 | .50 | 58 |
| CHILD TOTAL | 170,100 | .47 | 59 |
| 6-11 | 101,900 | .48 | 59 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 78,400 | .79 | 31 |
| PERSONS 2+ | 233,600 | .82 | 30 |
| 18+ | 156,600 | .78 | 32 |
| 18-49 | 107,100 | .74 | 33 |
| 12-24 | 54,500 | .83 | 33 |
| 12-34 | 93,600 | .79 | 33 |
| 18-34 | 65,100 | .74 | 35 |
| WOMEN TOTAL | 87,400 | .80 | 31 |
| 18-49 | 58,100 | .76 | 34 |
| 12-24 | 27,700 | .84 | 32 |
| 18-34 | 34,800 | .77 | 35 |
| 25-49 | 44,600 | .77 | 32 |
| 25-54 | 50,000 | .77 | 31 |
| MEN TOTAL | 69,200 | .75 | 33 |
| 18-49 | 49,000 | .71 | 34 |
| 18-34 | 30,300 | .71 | 36 |
| 21-49 | 43,200 | .71 | 35 |
| 25-49 | 36,500 | .71 | 34 |
| 25-54 | 40,800 | .72 | 34 |
| TEENS TOTAL | 28,500 | .95 | 27 |
| CHILD TOTAL | 48,500 | .91 | 28 |
| 6-11 | 29,300 | .94 | 27 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,700 | .08 | 86 |
| PERSONS 2+ | 15,400 | .07 | 88 |
| 18+ | 11,100 | .07 | 86 |
| 18-49 | 8,600 | .07 | 87 |
| 12-24 | 3,500 | .06 | 94 |
| 12-34 | 7,000 | .07 | 87 |
| 18-34 | 5,700 | .07 | 87 |
| WOMEN TOTAL | 5,400 | .07 | 81 |
| 18-49 | 4,000 | .07 | 86 |
| 12-24 | 1,600 | .06 | 91 |
| 18-34 | 2,600 | .07 | 85 |
| 25-49 | 3,000 | .07 | 85 |
| 25-54 | 3,300 | .07 | 83 |
| MEN TOTAL | 5,700 | .07 | 87 |
| 18-49 | 4,600 | .07 | 87 |
| 18-34 | 3,100 | .08 | 89 |
| 21-49 | 4,200 | .08 | 87 |
| 25-49 | 3,400 | .07 | 85 |
| 25-54 | 3,600 | .07 | 86 |
| TEENS TOTAL | 1,300 | .05 | 95 |
| CHILD TOTAL | 3,000 | .06 | 90 |
| 6-11 | 1,500 | .06 | 94 |

### MONROE-EL DORADO

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 165,700 | .18 | 128 |
| PERSONS 2+ | 458,400 | .19 | 126 |
| 18+ | 334,800 | .18 | 126 |
| 18-49 | 208,200 | .17 | 128 |
| 12-24 | 99,900 | .22 | 117 |
| 12-34 | 166,700 | .19 | 124 |
| 18-34 | 120,000 | .18 | 126 |
| WOMEN TOTAL | 180,600 | .19 | 124 |
| 18-49 | 107,700 | .18 | 126 |
| 12-24 | 49,900 | .22 | 116 |
| 18-34 | 61,800 | .18 | 125 |
| 25-49 | 80,500 | .17 | 128 |
| 25-54 | 92,400 | .17 | 126 |
| MEN TOTAL | 154,200 | .17 | 130 |
| 18-49 | 100,500 | .17 | 129 |
| 18-34 | 58,200 | .17 | 130 |
| 21-49 | 89,100 | .16 | 130 |
| 25-49 | 74,500 | .16 | 134 |
| 25-54 | 84,900 | .16 | 132 |
| TEENS TOTAL | 46,700 | .23 | 115 |
| CHILD TOTAL | 76,900 | .21 | 120 |
| 6-11 | 47,500 | .22 | 117 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 47,500 | .48 | 56 |
| PERSONS 2+ | 149,000 | .52 | 53 |
| 18+ | 97,900 | .49 | 54 |
| 18-49 | 65,300 | .45 | 56 |
| 12-24 | 39,800 | .60 | 49 |
| 12-34 | 61,300 | .52 | 52 |
| 18-34 | 42,200 | .48 | 53 |
| WOMEN TOTAL | 56,300 | .52 | 51 |
| 18-49 | 36,400 | .48 | 54 |
| 12-24 | 20,700 | .63 | 47 |
| 18-34 | 23,400 | .51 | 52 |
| 25-49 | 25,100 | .43 | 57 |
| 25-54 | 28,400 | .44 | 57 |
| MEN TOTAL | 41,600 | .45 | 57 |
| 18-49 | 28,900 | .42 | 58 |
| 18-34 | 18,800 | .44 | 58 |
| 21-49 | 24,400 | .40 | 61 |
| 25-49 | 19,500 | .38 | 66 |
| 25-54 | 21,800 | .39 | 64 |
| TEENS TOTAL | 19,100 | .64 | 46 |
| CHILD TOTAL | 32,000 | .60 | 47 |
| 6-11 | 19,200 | .61 | 46 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 700 | .01 | 158 |
| PERSONS 2+ | 3,200 | .01 | 158 |
| 18+ | 2,200 | .01 | 156 |
| 18-49 | 1,700 | .01 | 155 |
| 12-24 | 900 | .02 | 154 |
| 12-34 | 1,800 | .02 | 157 |
| 18-34 | 1,400 | .02 | 150 |
| WOMEN TOTAL | 900 | .01 | 156 |
| 18-49 | 800 | .01 | 154 |
| 12-24 | 200 | .01 | 171 |
| 18-34 | 700 | .02 | 143 |
| 25-49 | 600 | .01 | 149 |
| 25-54 | 600 | .01 | 153 |
| MEN TOTAL | 1,300 | .02 | 156 |
| 18-49 | 900 | .01 | 158 |
| 18-34 | 700 | .02 | 153 |
| 21-49 | 700 | .01 | 161 |
| 25-49 | 400 | .01 | 171 |
| 25-54 | 500 | .01 | 166 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 800 | .02 | 152 |
| 6-11 | 300 | .01 | 164 |

# ADI MARKETS POPULATION SUMMARY

## MONTGOMERY-SELMA

TV HOUSEHOLDS 208,000 .23 110

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 561,100 | .23 | 111 |
| 18+ | 415,500 | .23 | 112 |
| 18-49 | 261,600 | .22 | 111 |
| 12-24 | 117,100 | .26 | 107 |
| 12-34 | 203,200 | .23 | 110 |
| 18-34 | 147,800 | .22 | 113 |
| WOMEN TOTAL | 224,900 | .23 | 108 |
| 18-49 | 134,900 | .22 | 111 |
| 12-24 | 58,900 | .26 | 104 |
| 18-34 | 76,000 | .23 | 111 |
| 25-49 | 103,400 | .22 | 110 |
| 25-54 | 118,400 | .22 | 109 |
| MEN TOTAL | 190,600 | .22 | 114 |
| 18-49 | 126,700 | .21 | 114 |
| 18-34 | 71,800 | .21 | 113 |
| 21-49 | 112,700 | .21 | 115 |
| 25-49 | 96,500 | .20 | 115 |
| 25-54 | 109,400 | .21 | 114 |
| TEENS TOTAL | 55,400 | .27 | 98 |
| CHILD TOTAL | 90,200 | .25 | 111 |
| 6-11 | 54,900 | .26 | 106 |

TV HOUSEHOLDS 75,200 .76 35

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 229,400 | .81 | 32. |
| 18+ | 155,600 | .77 | 34 |
| 18-49 | 105,500 | .73 | 34 |
| 12-24 | 58,900 | .89 | 25 |
| 12-34 | 94,100 | .80 | 32 |
| 18-34 | 65,500 | .74 | 34 |
| WOMEN TOTAL | 87,900 | .81 | 29 |
| 18-49 | 57,300 | .75 | 35 |
| 12-24 | 30,100 | .91 | 25 |
| 18-34 | 35,100 | .77 | 34 |
| 25-49 | 41,400 | .71 | 36 |
| 25-54 | 46,400 | .72 | 35 |
| MEN TOTAL | 67,700 | .73 | 34 |
| 18-49 | 48,200 | .70 | 36 |
| 18-34 | 30,400 | .71 | 35 |
| 21-49 | 41,100 | .67 | 40 |
| 25-49 | 33,800 | .66 | 42 |
| 25-54 | 37,500 | .66 | 39 |
| TEENS TOTAL | 28,600 | .95 | 26 |
| CHILD TOTAL | 45,200 | .85 | 31 |
| 6-11 | 27,700 | .89 | 31 |

TV HOUSEHOLDS 700 .01 158

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 2,400 | .01 | 169 |
| 18+ | 1,700 | .01 | 164 |
| 18-49 | 1,200 | .01 | 171 |
| 12-24 | 400 | .01 | 181 |
| 12-34 | 1,100 | .01 | 169 |
| 18-34 | 900 | .01 | 166 |
| WOMEN TOTAL | 700 | .01 | 162 |
| 18-49 | 600 | .01 | 164 |
| 12-24 | 200 | .01 | 171 |
| 18-34 | 500 | .01 | 155 |
| 25-49 | 500 | .01 | 158 |
| 25-54 | 500 | .01 | 160 |
| MEN TOTAL | 1,000 | .01 | 165 |
| 18-49 | 600 | .01 | 173 |
| 18-34 | 400 | .01 | 173 |
| 21-49 | 500 | .01 | 175 |
| 25-49 | 500 | .01 | 164 |
| 25-54 | 700 | -.01 | 158 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 500 | .01 | 170 |
| 6-11 | 300 | .01 | 164 |

## NASHVILLE

TV HOUSEHOLDS 720,900 .79 33

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,853,700 | .77 | 33 |
| 18+ | 1,427,700 | .77 | 33 |
| 18-49 | 936,700 | .78 | 33 |
| 12-24 | 358,800 | .78 | 33 |
| 12-34 | 679,800 | .78 | 35 |
| 18-34 | 523,500 | .78 | 35 |
| WOMEN TOTAL | 744,900 | .77 | 33 |
| 18-49 | 468,700 | .78 | 33 |
| 12-24 | 174,300 | .78 | 35 |
| 18-34 | 259,500 | .78 | 34 |
| 25-49 | 370,500 | .77 | 33 |
| 25-54 | 420,000 | .78 | 33 |
| MEN TOTAL | 682,800 | .77 | 33 |
| 18-49 | 468,000 | .78 | 33 |
| 18-34 | 264,000 | .77 | 35 |
| 21-49 | 425,300 | .77 | 33 |
| 25-49 | 363,700 | .77 | 33 |
| 25-54 | 410,800 | .77 | 33 |
| TEENS TOTAL | 156,300 | .77 | 35 |
| CHILD TOTAL | 269,700 | .76 | 36 |
| 6-11 | 163,000 | .76 | 36 |

TV HOUSEHOLDS 79,700 .80 30

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 220,300 | .77 | 34 |
| 18+ | 158,800 | .79 | 31 |
| 18-49 | 113,700 | .78 | 32 |
| 12-24 | 51,800 | .78 | 35 |
| 12-34 | 93,600 | .79 | 33 |
| 18-34 | 71,900 | .82 | 29 |
| WOMEN TOTAL | 85,700 | .79 | 33 |
| 18-49 | 59,400 | .78 | 32 |
| 12-24 | 25,800 | .78 | 35 |
| 18-34 | 36,900 | .81 | 28 |
| 25-49 | 44,300 | .76 | 33 |
| 25-54 | 49,000 | .76 | 33 |
| MEN TOTAL | 73,100 | .79 | 31 |
| 18-49 | 54,300 | .79 | 31 |
| 18-34 | 35,000 | .82 | 29 |
| 21-49 | 47,700 | .78 | 31 |
| 25-49 | 39,300 | .77 | 32 |
| 25-54 | 42,800 | .76 | 32 |
| TEENS TOTAL | 21,700 | .72 | 39 |
| CHILD TOTAL | 39,800 | .75 | 38 |
| 6-11 | 23,000 | .74 | 38 |

TV HOUSEHOLDS 4,200 .07 90

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 16,000 | .07 | 83 |
| 18+ | 10,800 | .07 | 88 |
| 18-49 | 9,300 | .08 | 85 |
| 12-24 | 4,000 | .07 | 84 |
| 12-34 | 7,700 | .08 | 85 |
| 18-34 | 6,400 | .08 | 84 |
| WOMEN TOTAL | 4,800 | .06 | 88 |
| 18-49 | 4,300 | .08 | 80 |
| 12-24 | 1,700 | .07 | 87 |
| 18-34 | 2,700 | .08 | 82 |
| 25-49 | 3,200 | .08 | 81 |
| 25-54 | 3,200 | .07 | 86 |
| MEN TOTAL | 6,000 | .08 | 86 |
| 18-49 | 5,000 | .08 | 86 |
| 18-34 | 3,700 | .09 | 80 |
| 21-49 | 4,400 | .08 | 86 |
| 25-49 | 3,400 | .07 | 85 |
| 25-54 | 3,700 | .07 | 85 |
| TEENS TOTAL | 1,300 | .05 | 95 |
| CHILD TOTAL | 3,900 | .08 | 83 |
| 6-11 | 2,100 | .08 | 85 |

## NEW ORLEANS

TV HOUSEHOLDS 595,400 .65 40

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,600,900 | .66 | 41 |
| 18+ | 1,177,900 | .64 | 42 |
| 18-49 | 789,500 | .65 | 40 |
| 12-24 | 319,700 | .70 | 41 |
| 12-34 | 592,500 | .68 | 39 |
| 18-34 | 439,300 | .65 | 39 |
| WOMEN TOTAL | 628,100 | .65 | 41 |
| 18-49 | 407,300 | .67 | 39 |
| 12-24 | 160,700 | .72 | 38 |
| 18-34 | 226,100 | .68 | 39 |
| 25-49 | 321,900 | .67 | 36 |
| 25-54 | 361,700 | .67 | 37 |
| MEN TOTAL | 549,800 | .62 | 41 |
| 18-49 | 382,200 | .63 | 40 |
| 18-34 | 213,200 | .63 | 41 |
| 21-49 | 348,800 | .63 | 40 |
| 25-49 | 301,100 | .64 | 40 |
| 25-54 | 337,600 | .64 | 40 |
| TEENS TOTAL | 153,200 | .78 | 38 |
| CHILD TOTAL | 269,800 | .75 | 35 |
| 6-11 | 163,100 | .78 | 33 |

TV HOUSEHOLDS 166,800 1.68 16

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 495,500 | 1.74 | 14 |
| 18+ | 332,300 | 1.65 | 17 |
| 18-49 | 238,400 | 1.64 | 16 |
| 12-24 | 117,600 | 1.78 | 14 |
| 12-34 | 200,700 | 1.70 | 15 |
| 18-34 | 141,600 | 1.61 | 16 |
| WOMEN TOTAL | 186,700 | 1.71 | 15 |
| 18-49 | 131,400 | 1.72 | 14 |
| 12-24 | 60,600 | 1.84 | 14 |
| 18-34 | 76,900 | 1.69 | 15 |
| 25-49 | 100,500 | 1.72 | 15 |
| 25-54 | 111,700 | 1.72 | 15 |
| MEN TOTAL | 145,600 | 1.58 | 16 |
| 18-49 | 107,000 | 1.55 | 16 |
| 18-34 | 64,700 | 1.52 | 16 |
| 21-49 | 95,200 | 1.55 | 16 |
| 25-49 | 79,400 | 1.55 | 16 |
| 25-54 | 88,000 | 1.56 | 16 |
| TEENS TOTAL | 59,100 | 1.97 | 12 |
| CHILD TOTAL | 104,100 | 1.95 | 13 |
| 6-11 | 62,200 | 1.99 | 12 |

TV HOUSEHOLDS 19,700 .32 45

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 57,100 | .26 | 48 |
| 18+ | 42,600 | .28 | 46 |
| 18-49 | 29,400 | .25 | 48 |
| 12-24 | 11,800 | .21 | 53 |
| 12-34 | 22,400 | .22 | 51 |
| 18-34 | 17,200 | .22 | 49 |
| WOMEN TOTAL | 22,600 | .30 | 44 |
| 18-49 | 14,900 | .26 | 48 |
| 12-24 | 5,900 | .23 | 51 |
| 18-34 | 8,600 | .24 | 49 |
| 25-49 | 11,600 | .27 | 46 |
| 25-54 | 13,100 | .28 | 46 |
| MEN TOTAL | 20,000 | .26 | 47 |
| 18-49 | 14,500 | .23 | 48 |
| 18-34 | 8,600 | .21 | 55 |
| 21-49 | 13,000 | .23 | 48 |
| 25-49 | 11,200 | .24 | 48 |
| 25-54 | 12,500 | .25 | 47 |
| TEENS TOTAL | 5,200 | .22 | 54 |
| CHILD TOTAL | 9,300 | .20 | 58 |
| 6-11 | 5,600 | .21 | 55 |

# ADI MARKETS POPULATION SUMMARY

## NEW YORK (KINGSTON & POUGHKEEPSIE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 6,749,500 | 7.35 | 1 |
| PERSONS 2+ | 17,963,400 | 7.46 | 1 |
| 18+ | 14,205,600 | 7.70 | 1 |
| 18-49 | 9,133,600 | 7.56 | 1 |
| 12-24 | 3,219,200 | 7.01 | 1 |
| 12-34 | 6,398,300 | 7.30 | 1 |
| 18-34 | 5,014,300 | 7.43 | 1 |
| WOMEN TOTAL | 7,552,900 | 7.85 | 1 |
| 18-49 | 4,657,400 | 7.71 | 1 |
| 12-24 | 1,592,500 | 7.10 | 1 |
| 18-34 | 2,520,100 | 7.53 | 1 |
| 25-49 | 3,742,900 | 7.83 | 1 |
| 25-54 | 4,254,200 | 7.89 | 1 |
| MEN TOTAL | 6,652,700 | 7.53 | 1 |
| 18-49 | 4,476,200 | 7.42 | 1 |
| 18-34 | 2,494,200 | 7.32 | 1 |
| 21-49 | 4,119,500 | 7.49 | 1 |
| 25-49 | 3,555,500 | 7.53 | 1 |
| 25-54 | 4,019,000 | 7.58 | 1 |
| TEENS TOTAL | 1,384,000 | 6.86 | 1 |
| CHILD TOTAL | 2,373,800 | 6.55 | 1 |
| 6-11 | 1,374,700 | 6.41 | 1 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,022,000 | 10.32 | 1 |
| PERSONS 2+ | 2,957,700 | 10.39 | 1 |
| 18+ | 2,171,800 | 10.79 | 1 |
| 18-49 | 1,565,900 | 10.77 | 1 |
| 12-24 | 660,300 | 10.00 | 1 |
| 12-34 | 1,209,900 | 10.25 | 1 |
| 18-34 | 919,200 | 10.44 | 1 |
| WOMEN TOTAL | 1,209,600 | 11.10 | 1 |
| 18-49 | 845,300 | 11.06 | 1 |
| 12-24 | 335,100 | 10.17 | 1 |
| 18-34 | 483,700 | 10.63 | 1 |
| 25-49 | 655,500 | 11.25 | 1 |
| 25-54 | 741,700 | 11.44 | 1 |
| MEN TOTAL | 962,200 | 10.42 | 1 |
| 18-49 | 720,600 | 10.44 | 1 |
| 18-34 | 435,500 | 10.23 | 1 |
| 21-49 | 644,500 | 10.53 | 1 |
| 25-49 | 540,600 | 10.57 | 1 |
| 25-54 | 607,700 | 10.74 | 1 |
| TEENS TOTAL | 290,700 | 9.69 | 1 |
| CHILD TOTAL | 495,200 | 9.29 | 1 |
| 6-11 | 287,300 | 9.19 | 1 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 667,900 | 13.93 | 2 |
| PERSONS 2+ | 2,787,100 | 12.53 | 2 |
| 18+ | 2,029,100 | 13.32 | 2 |
| 18-49 | 1,537,200 | 12.87 | 2 |
| 12-24 | 622,800 | 11.33 | 2 |
| 12-34 | 1,193,200 | 11.87 | 2 |
| 18-34 | 923,600 | 12.06 | 2 |
| WOMEN TOTAL | 1,062,600 | 14.22 | 2 |
| 18-49 | 780,300 | 13.73 | 2 |
| 12-24 | 306,300 | 11.81 | 2 |
| 18-34 | 458,000 | 12.87 | 2 |
| 25-49 | 606,300 | 14.24 | 2 |
| 25-54 | 677,000 | 14.47 | 2 |
| MEN TOTAL | 966,500 | 12.46 | 2 |
| 18-49 | 756,900 | 12.10 | 2 |
| 18-34 | 465,600 | 11.35 | 2 |
| 21-49 | 686,100 | 12.27 | 2 |
| 25-49 | 577,900 | 12.61 | 2 |
| 25-54 | 640,300 | 12.85 | 2 |
| TEENS TOTAL | 269,600 | 11.25 | 2 |
| CHILD TOTAL | 488,400 | 10.56 | 2 |
| 6-11 | 281,900 | 10.56 | 2 |

## NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 607,500 | .66 | 38 |
| PERSONS 2+ | 1,644,900 | .68 | 38 |
| 18+ | 1,253,200 | .68 | 36 |
| 18-49 | 884,000 | .73 | 35 |
| 12-24 | 347,800 | .76 | 36 |
| 12-34 | 668,000 | .76 | 36 |
| 18-34 | 535,500 | .79 | 33 |
| WOMEN TOTAL | 633,900 | .66 | 39 |
| 18-49 | 426,100 | .71 | 35 |
| 12-24 | 159,100 | .71 | 40 |
| 18-34 | 249,800 | .75 | 35 |
| 25-49 | 332,300 | .69 | 35 |
| 25-54 | 370,200 | .69 | 35 |
| MEN TOTAL | 619,300 | .70 | 35 |
| 18-49 | 457,900 | .76 | 35 |
| 18-34 | 285,700 | .84 | 28 |
| 21-49 | 410,500 | .75 | 35 |
| 25-49 | 336,400 | .71 | 35 |
| 25-54 | 372,100 | .70 | 35 |
| TEENS TOTAL | 132,500 | .66 | 41 |
| CHILD TOTAL | 259,200 | .72 | 40 |
| 6-11 | 150,100 | .70 | 41 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 166,400 | 1.68 | 17 |
| PERSONS 2+ | 482,000 | 1.70 | 15 |
| 18+ | 347,400 | 1.73 | 15 |
| 18-49 | 247,800 | 1.70 | 15 |
| 12-24 | 115,000 | 1.74 | 15 |
| 12-34 | 204,900 | 1.74 | 14 |
| 18-34 | 158,700 | 1.80 | 14 |
| WOMEN TOTAL | 185,500 | 1.70 | 16 |
| 18-49 | 127,600 | 1.67 | 16 |
| 12-24 | 55,200 | 1.68 | 15 |
| 18-34 | 79,600 | 1.75 | 14 |
| 25-49 | 95,600 | 1.64 | 17 |
| 25-54 | 106,200 | 1.64 | 17 |
| MEN TOTAL | 161,900 | 1.75 | 15 |
| 18-49 | 120,200 | 1.74 | 15 |
| 18-34 | 79,100 | 1.86 | 13 |
| 21-49 | 104,700 | 1.71 | 15 |
| 25-49 | 83,400 | 1.63 | 15 |
| 25-54 | 91,900 | 1.62 | 15 |
| TEENS TOTAL | 46,200 | 1.54 | 17 |
| CHILD TOTAL | 89,400 | 1.68 | 15 |
| 6-11 | 51,800 | 1.66 | 15 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 10,000 | .16 | 60 |
| PERSONS 2+ | 34,900 | .16 | 60 |
| 18+ | 24,400 | .16 | 59 |
| 18-49 | 21,400 | .18 | 58 |
| 12-24 | 10,000 | .18 | 59 |
| 12-34 | 18,600 | .19 | 57 |
| 18-34 | 15,300 | .20 | 56 |
| WOMEN TOTAL | 11,300 | .15 | 61 |
| 18-49 | 9,700 | .17 | 58 |
| 12-24 | 4,000 | .15 | 63 |
| 18-34 | 6,600 | .19 | 55 |
| 25-49 | 7,200 | .17 | 58 |
| 25-54 | 7,600 | .16 | 59 |
| MEN TOTAL | 13,100 | .17 | 59 |
| 18-49 | 11,700 | .19 | 57 |
| 18-34 | 8,700 | .21 | 54 |
| 21-49 | 10,400 | .19 | 57 |
| 25-49 | 7,700 | .17 | 59 |
| 25-54 | 8,000 | .16 | 59 |
| TEENS TOTAL | 3,500 | .15 | 65 |
| CHILD TOTAL | 7,000 | .15 | 68 |
| 6-11 | 3,700 | .14 | 70 |

## NORTH PLATTE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 17,500 | .02 | 209 |
| PERSONS 2+ | 43,600 | .02 | 209 |
| 18+ | 32,100 | .02 | 209 |
| 18-49 | 18,400 | .02 | 209 |
| 12-24 | 6,900 | .02 | 209 |
| 12-34 | 13,300 | .02 | 209 |
| 18-34 | 9,300 | .01 | 209 |
| WOMEN TOTAL | 16,900 | .02 | 209 |
| 18-49 | 9,400 | .02 | 209 |
| 12-24 | 3,400 | .02 | 209 |
| 18-34 | 4,800 | .01 | 209 |
| 25-49 | 7,900 | .02 | 209 |
| 25-54 | 8,900 | .02 | 209 |
| MEN TOTAL | 15,200 | .02 | 208 |
| 18-49 | 9,000 | .01 | 209 |
| 18-34 | 4,500 | .01 | 209 |
| 21-49 | 8,300 | .02 | 209 |
| 25-49 | 7,600 | .02 | 209 |
| 25-54 | 8,900 | .02 | 209 |
| TEENS TOTAL | 4,000 | .02 | 209 |
| CHILD TOTAL | 7,500 | .02 | 208 |
| 6-11 | 4,900 | .02 | 208 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | | | 203 |
| PERSONS 2+ | 100 | - | 204 |
| 18+ | 100 | - | 204 |
| 18-49 | 100 | - | 204 |
| 12-24 | | | 203 |
| 12-34 | | | 204 |
| 18-34 | | | 204 |
| WOMEN TOTAL | | | 202 |
| 18-49 | | | 202 |
| 12-24 | | | 200 |
| 18-34 | | | 199 |
| 25-49 | | | 198 |
| 25-54 | | | 200 |
| MEN TOTAL | 100 | - | 203 |
| 18-49 | 100 | - | 202 |
| 18-34 | | | 204 |
| 21-49 | 100 | - | 201 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 199 |
| TEENS TOTAL | | | 197 |
| CHILD TOTAL | | | 200 |
| 6-11 | | | 194 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 600 | .01 | 186 |
| PERSONS 2+ | 1,900 | .01 | 179 |
| 18+ | 1,100 | .01 | 185 |
| 18-49 | 800 | .01 | 186 |
| 12-24 | 400 | .01 | 181 |
| 12-34 | 600 | .01 | 188 |
| 18-34 | 400 | .01 | 189 |
| WOMEN TOTAL | 600 | .01 | 170 |
| 18-49 | 500 | .01 | 171 |
| 12-24 | 200 | .01 | 171 |
| 18-34 | 200 | .01 | 184 |
| 25-49 | 400 | .01 | 166 |
| 25-54 | 400 | .01 | 170 |
| MEN TOTAL | 500 | .01 | 189 |
| 18-49 | 300 | - | 191 |
| 18-34 | 200 | - | 188 |
| 21-49 | 300 | .01 | 188 |
| 25-49 | 200 | - | 189 |
| 25-54 | 300 | .01 | 184 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 600 | .01 | 163 |
| 6-11 | 400 | .02 | 149 |

# ADI MARKETS POPULATION SUMMARY

## ODESSA-MIDLAND

TV HOUSEHOLDS 133,400 .15 151

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 368,600 | .15 | 144 |
| 18+ | 259,900 | .14 | 150 |
| 18-49 | 171,500 | .14 | 145 |
| 12-24 | 71,200 | .16 | 146 |
| 12-34 | 133,700 | .15 | 142 |
| 18-34 | 96,000 | .14 | 144 |
| WOMEN TOTAL | 134,300 | .14 | 150 |
| 18-49 | 86,000 | .14 | 146 |
| 12-24 | 35,100 | .16 | 146 |
| 18-34 | 48,300 | .14 | 143 |
| 25-49 | 69,200 | .14 | 142 |
| 25-54 | 78,300 | .15 | 143 |
| MEN TOTAL | 125,600 | .14 | 147 |
| 18-49 | 85,500 | .14 | 146 |
| 18-34 | 47,700 | .14 | 144 |
| 21-49 | 78,400 | .14 | 145 |
| 25-49 | 68,800 | .15 | 142 |
| 25-54 | 77,600 | .15 | 143 |
| TEENS TOTAL | 37,700 | .19 | 134 |
| CHILD TOTAL | 71,000 | .20 | 128 |
| 6-11 | 42,800 | .20 | 128 |

TV HOUSEHOLDS 5,700 .06 129

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 15,900 | .06 | 130 |
| 18+ | 10,600 | .05 | 132 |
| 18-49 | 7,100 | .05 | 136 |
| 12-24 | 3,500 | .05 | 136 |
| 12-34 | 6,000 | .05 | 138 |
| 18-34 | 4,000 | .05 | 147 |
| WOMEN TOTAL | 5,600 | .05 | 130 |
| 18-49 | 3,900 | .05 | 132 |
| 12-24 | 1,600 | .05 | 133 |
| 18-34 | 2,200 | .05 | 133 |
| 25-49 | 3,100 | .05 | 130 |
| 25-54 | 3,400 | .05 | 129 |
| MEN TOTAL | 5,000 | .05 | 140 |
| 18-49 | 3,200 | .05 | 149 |
| 18-34 | 1,800 | .04 | 151 |
| 21-49 | 2,900 | .05 | 148 |
| 25-49 | 2,500 | .05 | 144 |
| 25-54 | 2,700 | .05 | 144 |
| TEENS TOTAL | 2,000 | .07 | 124 |
| CHILD TOTAL | 3,300 | .06 | 130 |
| 6-11 | 1,900 | .06 | 128 |

TV HOUSEHOLDS 34,800 .56 28

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 124,800 | .56 | 30 |
| 18+ | 76,700 | .50 | 30 |
| 18-49 | 59,900 | .50 | 31 |
| 12-24 | 30,800 | .56 | 30 |
| 12-34 | 53,400 | .53 | 30 |
| 18-34 | 37,400 | .49 | 30 |
| WOMEN TOTAL | 38,200 | .51 | 30 |
| 18-49 | 29,300 | .52 | 30 |
| 12-24 | 15,100 | .58 | 29 |
| 18-34 | 18,400 | .52 | 30 |
| 25-49 | 22,000 | .52 | 29 |
| 25-54 | 23,800 | .51 | 29 |
| MEN TOTAL | 38,500 | .50 | 31 |
| 18-49 | 30,600 | .49 | 30 |
| 18-34 | 19,000 | .46 | 31 |
| 21-49 | 27,600 | .49 | 30 |
| 25-49 | 23,100 | .50 | 30 |
| 25-54 | 25,000 | .50 | 30 |
| TEENS TOTAL | 16,000 | .67 | 28 |
| CHILD TOTAL | 32,100 | .69 | 26 |
| 6-11 | 19,700 | .74 | 25 |

## OKLAHOMA CITY

TV HOUSEHOLDS 564,900 .62 44

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,429,400 | .59 | 44 |
| 18+ | 1,081,200 | .59 | 45 |
| 18-49 | 696,500 | .58 | 44 |
| 12-24 | 278,300 | .61 | 44 |
| 12-34 | 517,300 | .59 | 44 |
| 18-34 | 392,700 | .58 | 44 |
| WOMEN TOTAL | 565,800 | .59 | 46 |
| 18-49 | 348,400 | .58 | 46 |
| 12-24 | 136,400 | .61 | 44 |
| 18-34 | 194,700 | .58 | 44 |
| 25-49 | 272,600 | .57 | 46 |
| 25-54 | 309,100 | .57 | 46 |
| MEN TOTAL | 515,400 | .58 | 45 |
| 18-49 | 348,100 | .58 | 44 |
| 18-34 | 198,000 | .58 | 44 |
| 21-49 | 314,900 | .57 | 45 |
| 25-49 | 270,200 | .57 | 46 |
| 25-54 | 305,000 | .58 | 46 |
| TEENS TOTAL | 124,600 | .62 | 46 |
| CHILD TOTAL | 223,600 | .62 | 45 |
| 6-11 | 136,400 | .64 | 43 |

TV HOUSEHOLDS 39,700 .40 64

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 112,500 | .40 | 65 |
| 18+ | 77,100 | .38 | 66 |
| 18-49 | 58,600 | .40 | 63 |
| 12-24 | 27,000 | .41 | 67 |
| 12-34 | 48,900 | .41 | 65 |
| 18-34 | 37,100 | .42 | 61 |
| WOMEN TOTAL | 40,700 | .37 | 66 |
| 18-49 | 29,900 | .39 | 65 |
| 12-24 | 13,300 | .40 | 65 |
| 18-34 | 18,800 | .41 | 65 |
| 25-49 | 22,200 | .38 | 64 |
| 25-54 | 23,900 | .37 | 66 |
| MEN TOTAL | 36,400 | .39 | 63 |
| 18-49 | 28,700 | .42 | 59 |
| 18-34 | 18,300 | .43 | 59 |
| 21-49 | 25,300 | .41 | 58 |
| 25-49 | 21,200 | .41 | 57 |
| 25-54 | 23,000 | .41 | 59 |
| TEENS TOTAL | 11,800 | .39 | 66 |
| CHILD TOTAL | 23,600 | .44 | 64 |
| 6-11 | 14,000 | .45 | 64 |

TV HOUSEHOLDS 13,200 .21 52

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 47,300 | .21 | 52 |
| 18+ | 29,700 | .20 | 54 |
| 18-49 | 24,900 | .21 | 53 |
| 12-24 | 12,200 | .22 | 52 |
| 12-34 | 21,700 | .22 | 52 |
| 18-34 | 16,600 | .22 | 53 |
| WOMEN TOTAL | 13,700 | .18 | 53 |
| 18-49 | 11,500 | .20 | 51 |
| 12-24 | 5,800 | .22 | 53 |
| 18-34 | 7,500 | .21 | 52 |
| 25-49 | 8,300 | .19 | 51 |
| 25-54 | 9,100 | .19 | 52 |
| MEN TOTAL | 16,000 | .21 | 53 |
| 18-49 | 13,400 | .21 | 53 |
| 18-34 | 9,100 | .22 | 51 |
| 21-49 | 12,000 | .21 | 53 |
| 25-49 | 9,500 | .21 | 54 |
| 25-54 | 10,300 | .21 | 53 |
| TEENS TOTAL | 5,100 | .21 | 56 |
| CHILD TOTAL | 12,500 | .27 | 49 |
| 6-11 | 7,000 | .26 | 49 |

## OMAHA

TV HOUSEHOLDS 356,700 .39 73

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 912,500 | .38 | 73 |
| 18+ | 682,200 | .37 | 74 |
| 18-49 | 434,500 | .36 | 73 |
| 12-24 | 165,400 | .36 | 79 |
| 12-34 | 319,400 | .36 | 74 |
| 18-34 | 238,500 | .35 | 73 |
| WOMEN TOTAL | 358,000 | .37 | 74 |
| 18-49 | 218,600 | .36 | 73 |
| 12-24 | 81,600 | .36 | 78 |
| 18-34 | 119,700 | .36 | 74 |
| 25-49 | 176,300 | .37 | 72 |
| 25-54 | 198,600 | .37 | 73 |
| MEN TOTAL | 324,200 | .37 | 74 |
| 18-49 | 215,900 | .36 | 73 |
| 18-34 | 118,800 | .35 | 75 |
| 21-49 | 198,500 | .36 | 72 |
| 25-49 | 173,700 | .37 | 71 |
| 25-54 | 195,500 | .37 | 71 |
| TEENS TOTAL | 80,900 | .40 | 68 |
| CHILD TOTAL | 149,400 | .41 | 66 |
| 6-11 | 90,500 | .42 | 65 |

TV HOUSEHOLDS 18,200 .18 91

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 50,200 | .18 | 94 |
| 18+ | 33,700 | .17 | 95 |
| 18-49 | 25,000 | .17 | 96 |
| 12-24 | 11,700 | .18 | 94 |
| 12-34 | 21,200 | .18 | 94 |
| 18-34 | 15,700 | .18 | 95 |
| WOMEN TOTAL | 17,900 | .16 | 93 |
| 18-49 | 13,000 | .17 | 91 |
| 12-24 | 5,700 | .17 | 95 |
| 18-34 | 8,000 | .18 | 92 |
| 25-49 | 9,900 | .17 | 91 |
| 25-54 | 10,900 | .17 | 90 |
| MEN TOTAL | 15,800 | .17 | 97 |
| 18-49 | 12,000 | .17 | 95 |
| 18-34 | 7,700 | .18 | 96 |
| 21-49 | 10,700 | .17 | 93 |
| 25-49 | 8,900 | .17 | 94 |
| 25-54 | 9,900 | .17 | 93 |
| TEENS TOTAL | 5,500 | .18 | 93 |
| CHILD TOTAL | 11,000 | .21 | 91 |
| 6-11 | 6,400 | .20 | 91 |

TV HOUSEHOLDS 5,600 .09 79

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 18,400 | .08 | 81 |
| 18+ | 12,100 | .08 | 80 |
| 18-49 | 9,500 | .08 | 82 |
| 12-24 | 4,700 | .09 | 83 |
| 12-34 | 8,300 | .08 | 84 |
| 18-34 | 6,300 | .08 | 85 |
| WOMEN TOTAL | 5,300 | .07 | 82 |
| 18-49 | 4,100 | .07 | 85 |
| 12-24 | 2,200 | .08 | 82 |
| 18-34 | 2,700 | .08 | 82 |
| 25-49 | 3,000 | .07 | 85 |
| 25-54 | 3,300 | .07 | 83 |
| MEN TOTAL | 6,800 | .09 | 80 |
| 18-49 | 5,400 | .09 | 82 |
| 18-34 | 3,600 | .09 | 83 |
| 21-49 | 4,700 | .08 | 82 |
| 25-49 | 3,800 | .08 | 80 |
| 25-54 | 4,000 | .08 | 82 |
| TEENS TOTAL | 2,000 | .08 | 80 |
| CHILD TOTAL | 4,300 | .09 | 80 |
| 6-11 | 2,500 | .09 | 80 |

# ADI MARKETS POPULATION SUMMARY

## ORLANDO-DAYTONA BEACH-MELBOURNE (LEESBURG)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 926,900 | 1.01 | 23 |
| PERSONS 2+ | 2,293,000 | .95 | 26 |
| 18+ | 1,822,200 | .99 | 25 |
| 18-49 | 1,098,000 | .91 | 26 |
| 12-24 | 394,000 | .86 | 28 |
| 12-34 | 787,100 | .90 | 26 |
| 18-34 | 620,200 | .92 | 25 |
| WOMEN TOTAL | 941,700 | .98 | 25 |
| 18-49 | 543,100 | .90 | 26 |
| 12-24 | 189,700 | .85 | 28 |
| 18-34 | 300,900 | .90 | 26 |
| 25-49 | 435,100 | .91 | 26 |
| 25-54 | 494,200 | .92 | 25 |
| MEN TOTAL | 880,500 | 1.00 | 25 |
| 18-49 | 554,900 | .92 | 25 |
| 18-34 | 319,300 | .94 | 25 |
| 21-49 | 505,600 | .92 | 25 |
| 25-49 | 435,800 | .92 | 26 |
| 25-54 | 489,900 | .92 | 25 |
| TEENS TOTAL | 166,900 | .83 | 30 |
| CHILD TOTAL | 303,900 | .84 | 30 |
| 6-11 | 177,800 | .83 | 31 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 78,200 | .79 | 32 |
| PERSONS 2+ | 238,600 | .84 | 27 |
| 18+ | 163,300 | .81 | 30 |
| 18-49 | 116,900 | .80 | 30 |
| 12-24 | 56,400 | .85 | 28 |
| 12-34 | 98,300 | .83 | 29 |
| 18-34 | 72,000 | .82 | 28 |
| WOMEN TOTAL | 87,000 | .80 | 32 |
| 18-49 | 60,700 | .79 | 29 |
| 12-24 | 28,200 | .86 | 30 |
| 18-34 | 36,900 | .81 | 28 |
| 25-49 | 45,700 | .78 | 30 |
| 25-54 | 51,100 | .79 | 30 |
| MEN TOTAL | 76,300 | .83 | 29 |
| 18-49 | 56,200 | .81 | 28 |
| 18-34 | 35,100 | .82 | 28 |
| 21-49 | 49,300 | .81 | 28 |
| 25-49 | 41,100 | .80 | 28 |
| 25-54 | 45,500 | .80 | 28 |
| TEENS TOTAL | 26,300 | .88 | 30 |
| CHILD TOTAL | 49,000 | .92 | 27 |
| 6-11 | 28,500 | .91 | 28 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 45,900 | .74 | 24 |
| PERSONS 2+ | 147,000 | .66 | 25 |
| 18+ | 105,800 | .69 | 25 |
| 18-49 | 78,200 | .65 | 25 |
| 12-24 | 33,800 | .62 | 27 |
| 12-34 | 62,100 | .62 | 27 |
| 18-34 | 46,800 | .61 | 28 |
| WOMEN TOTAL | 53,300 | .71 | 25 |
| 18-49 | 38,200 | .67 | 26 |
| 12-24 | 15,700 | .61 | 28 |
| 18-34 | 21,800 | .61 | 26 |
| 25-49 | 29,800 | .70 | 25 |
| 25-54 | 33,100 | .71 | 25 |
| MEN TOTAL | 52,500 | .68 | 25 |
| 18-49 | 40,000 | .64 | 27 |
| 18-34 | 25,000 | .61 | 28 |
| 21-49 | 35,700 | .64 | 27 |
| 25-49 | 29,900 | .65 | 25 |
| 25-54 | 32,900 | .66 | 25 |
| TEENS TOTAL | 15,300 | .64 | 29 |
| CHILD TOTAL | 25,900 | .56 | 30 |
| 6-11 | 15,500 | .58 | 31 |

## OTTUMWA-KIRKSVILLE (WAPELLO)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 33,600 | .04 | 201 |
| PERSONS 2+ | 84,600 | .04 | 202 |
| 18+ | 66,200 | .04 | 201 |
| 18-49 | 39,200 | .03 | 204 |
| 12-24 | 17,100 | .04 | 202 |
| 12-34 | 28,400 | .03 | 204 |
| 18-34 | 21,600 | .03 | 203 |
| WOMEN TOTAL | 35,100 | .04 | 200 |
| 18-49 | 19,700 | .03 | 202 |
| 12-24 | 8,700 | .04 | 202 |
| 18-34 | 10,900 | .03 | 202 |
| 25-49 | 14,400 | .03 | 205 |
| 25-54 | 16,300 | .03 | 204 |
| MEN TOTAL | 31,100 | .04 | 203 |
| 18-49 | 19,500 | .03 | 204 |
| 18-34 | 10,700 | .03 | 204 |
| 21-49 | 16,900 | .03 | 204 |
| 25-49 | 14,500 | .03 | 203 |
| 25-54 | 16,400 | .03 | 203 |
| TEENS TOTAL | 6,800 | .03 | 204 |
| CHILD TOTAL | 11,600 | .03 | 205 |
| 6-11 | 7,200 | .03 | 205 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 200 | - | 193 |
| PERSONS 2+ | 700 | - | 197 |
| 18+ | 500 | - | 197 |
| 18-49 | 200 | - | 201 |
| 12-24 | 400 | .01 | 187 |
| 12-34 | 400 | - | 194 |
| 18-34 | 200 | - | 198 |
| WOMEN TOTAL | 200 | - | 189 |
| 18-49 | 100 | - | 195 |
| 12-24 | 200 | .01 | 179 |
| 18-34 | 100 | - | 189 |
| 25-49 | | | 198 |
| 25-54 | 100 | - | 191 |
| MEN TOTAL | 300 | - | 198 |
| 18-49 | 100 | - | 202 |
| 18-34 | 100 | - | 199 |
| 21-49 | | | 208 |
| 25-49 | | | 208 |
| 25-54 | 200 | - | 195 |
| TEENS TOTAL | 200 | .01 | 176 |
| CHILD TOTAL | | | 200 |
| 6-11 | | | 194 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 100 | - | 202 |
| PERSONS 2+ | 400 | - | 207 |
| 18+ | 200 | - | 208 |
| 18-49 | 200 | - | 207 |
| 12-24 | 200 | - | 193 |
| 12-34 | 200 | - | 205 |
| 18-34 | 200 | - | 201 |
| WOMEN TOTAL | 100 | - | 207 |
| 18-49 | 100 | - | 207 |
| 12-24 | 100 | - | 186 |
| 18-34 | 100 | - | 197 |
| 25-49 | | | 210 |
| 25-54 | | | 210 |
| MEN TOTAL | 100 | - | 208 |
| 18-49 | 100 | - | 204 |
| 18-34 | 100 | - | 200 |
| 21-49 | 100 | - | 201 |
| 25-49 | | | 206 |
| 25-54 | | | 207 |
| TEENS TOTAL | | | 195 |
| CHILD TOTAL | 200 | - | 194 |
| 6-11 | | | 199 |

## PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 333,000 | .36 | 75 |
| PERSONS 2+ | 839,900 | .35 | 76 |
| 18+ | 652,100 | .35 | 76 |
| 18-49 | 385,400 | .32 | 79 |
| 12-24 | 164,400 | .36 | 80 |
| 12-34 | 285,600 | .33 | 79 |
| 18-34 | 213,200 | .32 | 82 |
| WOMEN TOTAL | 344,500 | .36 | 75 |
| 18-49 | 192,600 | .32 | 79 |
| 12-24 | 79,700 | .36 | 80 |
| 18-34 | 105,400 | .32 | 83 |
| 25-49 | 147,800 | .31 | 81 |
| 25-54 | 170,300 | .32 | 79 |
| MEN TOTAL | 307,600 | .35 | 78 |
| 18-49 | 192,800 | .32 | 80 |
| 18-34 | 107,800 | .32 | 84 |
| 21-49 | 172,300 | .31 | 79 |
| 25-49 | 145,600 | .31 | 81 |
| 25-54 | 167,800 | .32 | 79 |
| TEENS TOTAL | 72,400 | .36 | 78 |
| CHILD TOTAL | 115,400 | .32 | 86 |
| 6-11 | 71,200 | .33 | 85 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 18,000 | .18 | 92 |
| PERSONS 2+ | 52,500 | .18 | 91 |
| 18+ | 36,100 | .18 | 93 |
| 18-49 | 25,200 | .17 | 94 |
| 12-24 | 13,900 | .21 | 88 |
| 12-34 | 22,700 | .19 | 90 |
| 18-34 | 17,000 | .19 | 90 |
| WOMEN TOTAL | 19,300 | .18 | 91 |
| 18-49 | 12,700 | .17 | 92 |
| 12-24 | 6,900 | .21 | 87 |
| 18-34 | 8,700 | .19 | 89 |
| 25-49 | 8,600 | .15 | 95 |
| 25-54 | 9,700 | .15 | 98 |
| MEN TOTAL | 18,800 | .18 | 94 |
| 18-49 | 12,500 | .18 | 93 |
| 18-34 | 8,300 | .20 | 91 |
| 21-49 | 10,400 | .17 | 95 |
| 25-49 | 8,400 | .16 | 97 |
| 25-54 | 9,200 | .16 | 98 |
| TEENS TOTAL | 5,700 | .19 | 91 |
| CHILD TOTAL | 10,700 | .20 | 92 |
| 6-11 | 6,200 | .20 | 92 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 800 | .01 | 155 |
| PERSONS 2+ | 4,400 | .02 | 145 |
| 18+ | 3,200 | .02 | 142 |
| 18-49 | 2,700 | .02 | 142 |
| 12-24 | 1,600 | .03 | 130 |
| 12-34 | 2,300 | .02 | 143 |
| 18-34 | 2,000 | .03 | 136 |
| WOMEN TOTAL | 1,100 | .01 | 148 |
| 18-49 | 1,100 | .02 | 140 |
| 12-24 | 600 | .02 | 134 |
| 18-34 | 800 | .02 | 136 |
| 25-49 | 600 | .01 | 149 |
| 25-54 | 600 | .01 | 153 |
| MEN TOTAL | 2,100 | .03 | 137 |
| 18-49 | 1,600 | .03 | 138 |
| 18-34 | 1,200 | .03 | 134 |
| 21-49 | 1,400 | .03 | 140 |
| 25-49 | 800 | .02 | 150 |
| 25-54 | 900 | .02 | 150 |
| TEENS TOTAL | 300 | .01 | 153 |
| CHILD TOTAL | 900 | .02 | 140 |
| 6-11 | 500 | .02 | 141 |

# ADI MARKETS POPULATION SUMMARY

## PALM SPRINGS

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 85,700 | .09 | 170 |
| PERSONS 2+ | 252,100 | .10 | 163 |
| 18+ | 183,500 | .10 | 167 |
| 18-49 | 123,600 | .10 | 162 |
| 12-24 | 48,500 | .11 | 166 |
| 12-34 | 95,500 | .11 | 161 |
| 18-34 | 73,400 | .11 | 159 |
| WOMEN TOTAL | 91,500 | .10 | 168 |
| 18-49 | 59,000 | .10 | 164 |
| 12-24 | 22,900 | .10 | 167 |
| 18-34 | 34,700 | .10 | 159 |
| 25-49 | 46,800 | .10 | 161 |
| 25-54 | 51,900 | .10 | 163 |
| MEN TOTAL | 92,000 | .10 | 165 |
| 18-49 | 64,600 | .11 | 159 |
| 18-34 | 38,700 | .11 | 157 |
| 21-49 | 59,000 | .11 | 158 |
| 25-49 | 50,400 | .11 | 157 |
| 25-54 | 55,400 | .10 | 158 |
| TEENS TOTAL | 22,100 | .11 | 167 |
| CHILD TOTAL | 45,500 | .13 | 157 |
| 6-11 | 26,800 | .13 | 158 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,100 | .02 | 152 |
| PERSONS 2+ | 6,700 | .02 | 155 |
| 18+ | 4,600 | .02 | 159 |
| 18-49 | 3,600 | .02 | 158 |
| 12-24 | 1,500 | .02 | 163 |
| 12-34 | 2,900 | .02 | 159 |
| 18-34 | 2,200 | .02 | 157 |
| WOMEN TOTAL | 2,100 | .02 | 155 |
| 18-49 | 1,600 | .02 | 154 |
| 12-24 | 600 | .02 | 160 |
| 18-34 | 900 | .02 | 156 |
| 25-49 | 1,300 | .02 | 149 |
| 25-54 | 1,400 | .02 | 149 |
| MEN TOTAL | 2,500 | .03 | 159 |
| 18-49 | 2,000 | .03 | 158 |
| 18-34 | 1,300 | .03 | 158 |
| 21-49 | 1,800 | .03 | 156 |
| 25-49 | 1,500 | .03 | 154 |
| 25-54 | 1,600 | .03 | 156 |
| TEENS TOTAL | 700 | .02 | 153 |
| CHILD TOTAL | 1,400 | .03 | 148 |
| 6-11 | 800 | .03 | 148 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 23,900 | .38 | 40 |
| PERSONS 2+ | 85,800 | .43 | 35 |
| 18+ | 62,000 | .41 | 36 |
| 18-49 | 50,700 | .42 | 34 |
| 12-24 | 24,300 | .44 | 34 |
| 12-34 | 44,700 | .44 | 34 |
| 18-34 | 33,800 | .44 | 32 |
| WOMEN TOTAL | 28,900 | .39 | 37 |
| 18-49 | 23,000 | .40 | 35 |
| 12-24 | 11,200 | .43 | 36 |
| 18-34 | 15,100 | .42 | 34 |
| 25-49 | 17,100 | .40 | 35 |
| 25-54 | 18,500 | .40 | 37 |
| MEN TOTAL | 33,100 | .43 | 36 |
| 18-49 | 27,700 | .44 | 33 |
| 18-34 | 18,700 | .46 | 32 |
| 21-49 | 24,800 | .44 | 33 |
| 25-49 | 20,200 | .44 | 34 |
| 25-54 | 21,600 | .43 | 34 |
| TEENS TOTAL | 10,900 | .45 | 36 |
| CHILD TOTAL | 22,900 | .50 | 35 |
| 6-11 | 13,100 | .49 | 35 |

## PANAMA CITY

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 95,700 | .11 | 162 |
| PERSONS 2+ | 249,800 | .10 | 164 |
| 18+ | 192,200 | .10 | 163 |
| 18-49 | 117,900 | .10 | 167 |
| 12-24 | 45,700 | .10 | 169 |
| 12-34 | 86,600 | .10 | 166 |
| 18-34 | 64,800 | .10 | 166 |
| WOMEN TOTAL | 98,000 | .10 | 164 |
| 18-49 | 57,100 | .09 | 167 |
| 12-24 | 21,500 | .10 | 169 |
| 18-34 | 30,700 | .09 | 168 |
| 25-49 | 46,000 | .10 | 163 |
| 25-54 | 53,400 | .10 | 161 |
| MEN TOTAL | 94,200 | .11 | 162 |
| 18-49 | 60,800 | .10 | 164 |
| 18-34 | 34,100 | .10 | 164 |
| 21-49 | 55,100 | .10 | 162 |
| 25-49 | 48,000 | .10 | 159 |
| 25-54 | 54,500 | .10 | 160 |
| TEENS TOTAL | 21,800 | .11 | [illegible] |
| CHILD TOTAL | 35,800 | .10 | 169 |
| 6-11 | 21,600 | .10 | 170 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 11,100 | .11 | 108 |
| PERSONS 2+ | 33,800 | .12 | 109 |
| 18+ | 23,600 | .12 | 108 |
| 18-49 | 16,000 | .11 | 111 |
| 12-24 | 8,200 | .12 | 111 |
| 12-34 | 14,100 | .12 | 111 |
| 18-34 | 10,100 | .11 | 113 |
| WOMEN TOTAL | 12,100 | .11 | 108 |
| 18-49 | 7,500 | .10 | 112 |
| 12-24 | 3,600 | .11 | 112 |
| 18-34 | 4,500 | .10 | 113 |
| 25-49 | 5,600 | .10 | 111 |
| 25-54 | 6,400 | .10 | 111 |
| MEN TOTAL | 11,500 | .12 | 107 |
| 18-49 | 8,500 | .12 | 110 |
| 18-34 | 5,600 | .13 | 110 |
| 21-49 | 7,600 | .12 | 109 |
| 25-49 | 6,200 | .12 | 108 |
| 25-54 | 6,700 | .12 | 109 |
| TEENS TOTAL | 4,000 | .13 | 108 |
| CHILD TOTAL | 6,200 | .12 | 112 |
| 6-11 | 3,700 | .12 | 111 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,000 | .02 | 148 |
| PERSONS 2+ | 4,300 | .02 | 146 |
| 18+ | 3,200 | .02 | 142 |
| 18-49 | 2,600 | .02 | 143 |
| 12-24 | 1,100 | .02 | 148 |
| 12-34 | 2,000 | .02 | 146 |
| 18-34 | 1,500 | .02 | 148 |
| WOMEN TOTAL | 1,200 | .02 | 144 |
| 18-49 | 1,000 | .02 | 146 |
| 12-24 | 400 | .02 | 151 |
| 18-34 | 500 | .01 | 155 |
| 25-49 | 800 | .02 | 140 |
| 25-54 | 800 | .02 | 143 |
| MEN TOTAL | 2,000 | .03 | 138 |
| 18-49 | 1,600 | .03 | 138 |
| 18-34 | 1,000 | .02 | 140 |
| 21-49 | 1,500 | .03 | 136 |
| 25-49 | 1,200 | .03 | 133 |
| 25-54 | 1,300 | .03 | 133 |
| TEENS TOTAL | 500 | .02 | 136 |
| CHILD TOTAL | 600 | .01 | 163 |
| 6-11 | 400 | .02 | 149 |

## PARKERSBURG

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 56,600 | .06 | 184 |
| PERSONS 2+ | 142,500 | .06 | 186 |
| 18+ | 109,500 | .06 | 186 |
| 18-49 | 66,600 | .06 | 188 |
| 12-24 | 26,000 | .06 | 190 |
| 12-34 | 47,400 | .05 | 189 |
| 18-34 | 34,500 | .05 | 191 |
| WOMEN TOTAL | 58,500 | .06 | 185 |
| 18-49 | 34,200 | .06 | 186 |
| 12-24 | 12,900 | .06 | 189 |
| 18-34 | 17,700 | .05 | 189 |
| 25-49 | 27,500 | .06 | 183 |
| 25-54 | 31,700 | .06 | 183 |
| MEN TOTAL | 51,000 | .06 | 187 |
| 18-49 | 32,400 | .05 | 190 |
| 18-34 | 16,800 | .05 | 193 |
| 21-49 | 29,700 | .05 | 188 |
| 25-49 | 26,000 | .06 | 186 |
| 25-54 | 30,100 | .06 | 185 |
| TEENS TOTAL | 12,900 | .06 | 184 |
| CHILD TOTAL | 20,100 | .06 | 188 |
| 6-11 | 12,300 | .06 | 188 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 600 | .01 | 180 |
| PERSONS 2+ | 1,600 | .01 | 185 |
| 18+ | 1,100 | .01 | 183 |
| 18-49 | 800 | .01 | 188 |
| 12-24 | 400 | .01 | 187 |
| 12-34 | 600 | .01 | 188 |
| 18-34 | 500 | .01 | 188 |
| WOMEN TOTAL | 500 | - | 178 |
| 18-49 | 300 | - | 182 |
| 12-24 | 200 | .01 | 179 |
| 18-34 | 200 | - | 183 |
| 25-49 | 200 | - | 181 |
| 25-54 | 200 | - | 181 |
| MEN TOTAL | 600 | .01 | 187 |
| 18-49 | 500 | .01 | 189 |
| 18-34 | 300 | .01 | 190 |
| 21-49 | 400 | .01 | 190 |
| 25-49 | 300 | .01 | 191 |
| 25-54 | 300 | .01 | 192 |
| TEENS TOTAL | 100 | - | 187 |
| CHILD TOTAL | 300 | .01 | 184 |
| 6-11 | 100 | - | 189 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 200 | - | 197 |
| PERSONS 2+ | 400 | - | 207 |
| 18+ | 400 | - | 204 |
| 18-49 | 400 | - | 199 |
| 12-24 | 200 | - | 193 |
| 12-34 | 400 | - | 195 |
| 18-34 | 400 | .01 | 189 |
| WOMEN TOTAL | 200 | - | 199 |
| 18-49 | 200 | - | 195 |
| 12-24 | | | 206 |
| 18-34 | 200 | .01 | 184 |
| 25-49 | 200 | - | 185 |
| 25-54 | 200 | - | 192 |
| MEN TOTAL | 200 | - | 205 |
| 18-49 | 200 | - | 197 |
| 18-34 | 200 | - | 188 |
| 21-49 | 100 | - | 201 |
| 25-49 | | | 206 |
| 25-54 | | | 207 |
| TEENS TOTAL | | | 195 |
| CHILD TOTAL | | | 206 |
| 6-11 | | | 199 |

## PEORIA-BLOOMINGTON

| TV HOUSEHOLDS | 217,000 | .24 | 107 |
|---|---|---|---|
| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 561,600 | .23 | 110 |
| 18+ | 429,800 | .23 | 109 |
| 18-49 | 272,600 | .23 | 109 |
| 12-24 | 115,300 | .25 | 109 |
| 12-34 | 201,900 | .23 | 111 |
| 18-34 | 152,700 | .23 | 110 |
| WOMEN TOTAL | 226,600 | .24 | 107 |
| 18-49 | 137,900 | .23 | 108 |
| 12-24 | 57,400 | .26 | 105 |
| 18-34 | 77,200 | .23 | 108 |
| 25-49 | 104,500 | .22 | 108 |
| 25-54 | 118,400 | .22 | 109 |
| MEN TOTAL | 203,200 | .23 | 110 |
| 18-49 | 134,700 | .22 | 109 |
| 18-34 | 75,500 | .22 | 112 |
| 21-49 | 120,000 | .22 | 110 |
| 25-49 | 102,000 | .22 | 111 |
| 25-54 | 115,500 | .22 | 111 |
| TEENS TOTAL | 49,200 | .24 | 111 |
| CHILD TOTAL | 82,600 | .23 | 114 |
| 6-11 | 50,600 | .24 | 114 |

| TV HOUSEHOLDS | 10,100 | .10 | 114 |
|---|---|---|---|
| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 32,800 | .12 | 110 |
| 18+ | 21,600 | .11 | 111 |
| 18-49 | 17,500 | .12 | 109 |
| 12-24 | 9,300 | .14 | 107 |
| 12-34 | 15,600 | .13 | 107 |
| 18-34 | 11,600 | .13 | 108 |
| WOMEN TOTAL | 10,800 | .10 | 111 |
| 18-49 | 8,500 | .11 | 108 |
| 12-24 | 4,600 | .14 | 107 |
| 18-34 | 5,500 | .12 | 108 |
| 25-49 | 6,000 | .10 | 110 |
| 25-54 | 6,500 | .10 | 110 |
| MEN TOTAL | 10,800 | .12 | 111 |
| 18-49 | 9,000 | .13 | 108 |
| 18-34 | 6,100 | .14 | 108 |
| 21-49 | 7,700 | .13 | 108 |
| 25-49 | 6,200 | .12 | 108 |
| 25-54 | 6,700 | .12 | 109 |
| TEENS TOTAL | 4,000 | .13 | 108 |
| CHILD TOTAL | 7,200 | .14 | 107 |
| 6-11 | 4,100 | .13 | 108 |

| TV HOUSEHOLDS | 1,800 | .03 | 124 |
|---|---|---|---|
| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 6,900 | .03 | 124 |
| 18+ | 4,900 | .03 | 124 |
| 18-49 | 3,800 | .03 | 125 |
| 12-24 | 2,200 | .04 | 116 |
| 12-34 | 3,500 | .03 | 124 |
| 18-34 | 2,800 | .04 | 126 |
| WOMEN TOTAL | 2,100 | .03 | 124 |
| 18-49 | 1,700 | .03 | 122 |
| 12-24 | 1,000 | .04 | 111 |
| 18-34 | 1,300 | .04 | 116 |
| 25-49 | 1,100 | .03 | 125 |
| 25-54 | 1,100 | .02 | 127 |
| MEN TOTAL | 2,800 | .04 | 125 |
| 18-49 | 2,100 | .03 | 127 |
| 18-34 | 1,500 | .04 | 126 |
| 21-49 | 1,800 | .03 | 126 |
| 25-49 | 1,200 | .03 | 133 |
| 25-54 | 1,300 | .03 | 133 |
| TEENS TOTAL | 700 | .03 | 122 |
| CHILD TOTAL | 1,300 | .03 | 127 |
| 6-11 | 800 | .03 | 122 |

## PHILADELPHIA (ALLENTWN, READNG, VINELND, WILDWD & WILMINGTN, DE)

| TV HOUSEHOLDS | 2,637,400 | 2.87 | 4 |
|---|---|---|---|
| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 6,943,000 | 2.88 | 4 |
| 18+ | 5,418,300 | 2.94 | 4 |
| 18-49 | 3,452,800 | 2.86 | 4 |
| 12-24 | 1,266,100 | 2.76 | 4 |
| 12-34 | 2,465,900 | 2.81 | 4 |
| 18-34 | 1,926,500 | 2.85 | 4 |
| WOMEN TOTAL | 2,871,900 | 2.98 | 4 |
| 18-49 | 1,751,400 | 2.90 | 4 |
| 12-24 | 625,300 | 2.79 | 4 |
| 18-34 | 967,400 | 2.89 | 4 |
| 25-49 | 1,369,500 | 2.91 | 4 |
| 25-54 | 1,570,300 | 2.91 | 4 |
| MEN TOTAL | 2,546,400 | 2.88 | 4 |
| 18-49 | 1,701,400 | 2.82 | 4 |
| 18-34 | 959,100 | 2.81 | 4 |
| 21-49 | 1,554,000 | 2.83 | 4 |
| 25-49 | 1,336,600 | 2.83 | 4 |
| 25-54 | 1,502,800 | 2.83 | 4 |
| TEENS TOTAL | 539,400 | 2.67 | 4 |
| CHILD TOTAL | 985,300 | 2.72 | 4 |
| 6-11 | 575,300 | 2.68 | 4 |

| TV HOUSEHOLDS | 397,400 | 4.01 | 4 |
|---|---|---|---|
| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 1,130,700 | 3.97 | 3 |
| 18+ | 825,200 | 4.10 | 3 |
| 18-49 | 569,500 | 3.92 | 5 |
| 12-24 | 247,000 | 3.74 | 3 |
| 12-34 | 448,400 | 3.80 | 4 |
| 18-34 | 339,600 | 3.86 | 5 |
| WOMEN TOTAL | 453,000 | 4.16 | 3 |
| 18-49 | 302,400 | 3.96 | 5 |
| 12-24 | 123,200 | 3.74 | 3 |
| 18-34 | 176,100 | 3.87 | 5 |
| 25-49 | 232,900 | 4.00 | 5 |
| 25-54 | 262,100 | 4.04 | 5 |
| MEN TOTAL | 372,200 | 4.03 | 5 |
| 18-49 | 267,100 | 3.87 | 5 |
| 18-34 | 163,500 | 3.84 | 5 |
| 21-49 | 237,900 | 3.89 | 5 |
| 25-49 | 198,400 | 3.88 | 5 |
| 25-54 | 222,100 | 3.93 | 5 |
| TEENS TOTAL | 108,800 | 3.62 | 3 |
| CHILD TOTAL | 196,700 | 3.69 | 4 |
| 6-11 | 113,700 | 3.64 | 3 |

| TV HOUSEHOLDS | 84,500 | 1.36 | 17 |
|---|---|---|---|
| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 294,100 | 1.32 | 16 |
| 18+ | 195,200 | 1.28 | 16 |
| 18-49 | 157,300 | 1.32 | 16 |
| 12-24 | 75,400 | 1.37 | 16 |
| 12-34 | 134,000 | 1.33 | 16 |
| 18-34 | 100,700 | 1.31 | 17 |
| WOMEN TOTAL | 96,400 | 1.29 | 16 |
| 18-49 | 76,300 | 1.34 | 16 |
| 12-24 | 36,400 | 1.40 | 16 |
| 18-34 | 48,300 | 1.36 | 16 |
| 25-49 | 56,200 | 1.32 | 18 |
| 25-54 | 61,400 | 1.31 | 17 |
| MEN TOTAL | 98,800 | 1.27 | 16 |
| 18-49 | 81,000 | 1.29 | 17 |
| 18-34 | 52,400 | 1.28 | 17 |
| 21-49 | 72,000 | 1.29 | 17 |
| 25-49 | 59,000 | 1.29 | 18 |
| 25-54 | 64,100 | 1.29 | 18 |
| TEENS TOTAL | 33,300 | 1.39 | 16 |
| CHILD TOTAL | 65,600 | 1.42 | 16 |
| 6-11 | 37,900 | 1.42 | 16 |

## PHOENIX (PRESCOTT & KINGMAN)

| TV HOUSEHOLDS | 1,021,500 | 1.11 | 20 |
|---|---|---|---|
| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 2,617,100 | 1.09 | 20 |
| 18+ | 1,984,100 | 1.07 | 20 |
| 18-49 | 1,285,300 | 1.06 | 22 |
| 12-24 | 484,500 | 1.06 | 20 |
| 12-34 | 946,200 | 1.08 | 19 |
| 18-34 | 728,600 | 1.08 | 19 |
| WOMEN TOTAL | 1,016,300 | 1.06 | 21 |
| 18-49 | 633,400 | 1.05 | 23 |
| 12-24 | 234,100 | 1.04 | 19 |
| 18-34 | 354,200 | 1.06 | 22 |
| 25-49 | 505,500 | 1.06 | 22 |
| 25-54 | 568,500 | 1.05 | 22 |
| MEN TOTAL | 967,800 | 1.10 | 21 |
| 18-49 | 651,900 | 1.08 | 20 |
| 18-34 | 374,400 | 1.10 | 18 |
| 21-49 | 596,300 | 1.08 | 20 |
| 25-49 | 512,900 | 1.09 | 21 |
| 25-54 | 572,600 | 1.08 | 22 |
| TEENS TOTAL | 217,600 | 1.08 | 18 |
| CHILD TOTAL | 415,400 | 1.15 | 18 |
| 6-11 | 242,300 | 1.13 | 19 |

| TV HOUSEHOLDS | 27,500 | .28 | 78 |
|---|---|---|---|
| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 76,900 | .27 | 78 |
| 18+ | 52,500 | .26 | 78 |
| 18-49 | 40,400 | .28 | 77 |
| 12-24 | 17,900 | .27 | 78 |
| 12-34 | 33,500 | .28 | 77 |
| 18-34 | 25,200 | .29 | 75 |
| WOMEN TOTAL | 25,500 | .23 | 81 |
| 18-49 | 19,200 | .25 | 77 |
| 12-24 | 8,300 | .25 | 81 |
| 18-34 | 11,800 | .26 | 77 |
| 25-49 | 14,800 | .25 | 77 |
| 25-54 | 16,200 | .25 | 77 |
| MEN TOTAL | 27,000 | .29 | 76 |
| 18-49 | 21,200 | .31 | 73 |
| 18-34 | 13,400 | .31 | 73 |
| 21-49 | 19,100 | .31 | 72 |
| 25-49 | 16,000 | .31 | 71 |
| 25-54 | 17,400 | .31 | 72 |
| TEENS TOTAL | 8,300 | .28 | 78 |
| CHILD TOTAL | 16,100 | .30 | 76 |
| 6-11 | 9,200 | .29 | 78 |

| TV HOUSEHOLDS | 118,300 | 1.90 | 14 |
|---|---|---|---|
| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 425,800 | 1.91 | 14 |
| 18+ | 273,200 | 1.79 | 15 |
| 18-49 | 217,400 | 1.82 | 15 |
| 12-24 | 106,800 | 1.94 | 13 |
| 12-34 | 189,900 | 1.89 | 14 |
| 18-34 | 140,000 | 1.83 | 15 |
| WOMEN TOTAL | 132,200 | 1.77 | 14 |
| 18-49 | 102,800 | 1.81 | 14 |
| 12-24 | 51,400 | 1.98 | 14 |
| 18-34 | 65,600 | 1.84 | 14 |
| 25-49 | 75,900 | 1.78 | 15 |
| 25-54 | 83,000 | 1.77 | 15 |
| MEN TOTAL | 141,000 | 1.82 | 15 |
| 18-49 | 114,600 | 1.83 | 14 |
| 18-34 | 74,400 | 1.81 | 13 |
| 21-49 | 102,500 | 1.83 | 14 |
| 25-49 | 84,600 | 1.85 | 14 |
| 25-54 | 91,700 | 1.84 | 15 |
| TEENS TOTAL | 49,900 | 2.08 | 14 |
| CHILD TOTAL | 102,700 | 2.22 | 13 |
| 6-11 | 58,600 | 2.20 | 14 |

## ADI MARKETS POPULATION SUMMARY

### PITTSBURGH

| | ALL POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | BLACK POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | HISPANIC POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 1,139,600 | 1.24 | 17 | 69,800 | .70 | 40 | 5,300 | .09 | 82 |
| PERSONS 2+ | 2,828,400 | 1.17 | 18 | 178,200 | .63 | 46 | 15,800 | .07 | 85 |
| 18+ | 2,248,200 | 1.22 | 17 | 130,000 | .65 | 43 | 11,800 | .08 | 82 |
| 18-49 | 1,321,300 | 1.09 | 20 | 84,700 | .58 | 49 | 8,300 | .07 | 88 |
| 12-24 | 495,200 | 1.08 | 19 | 39,100 | .59 | 51 | 3,500 | .06 | 94 |
| 12-34 | 931,600 | 1.06 | 20 | 67,300 | .57 | 51 | 6,600 | .07 | 90 |
| 18-34 | 716,900 | 1.06 | 22 | 50,200 | .57 | 50 | 5,100 | .07 | 92 |
| WOMEN TOTAL | 1,204,900 | 1.25 | 17 | 72,700 | .67 | 43 | 6,200 | .08 | 79 |
| 18-49 | 673,200 | 1.11 | 18 | 45,500 | .60 | 46 | 4,300 | .08 | 80 |
| 12-24 | 245,700 | 1.09 | 18 | 19,600 | .59 | 49 | 1,800 | .07 | 84 |
| 18-34 | 363,600 | 1.09 | 20 | 26,600 | .58 | 48 | 2,700 | .08 | 82 |
| 25-49 | 532,400 | 1.11 | 20 | 34,500 | .59 | 46 | 3,100 | .07 | 83 |
| 25-54 | 609,800 | 1.13 | 18 | 39,200 | .60 | 44 | 3,500 | .07 | 81 |
| MEN TOTAL | 1,043,300 | 1.18 | 17 | 57,300 | .62 | 48 | 5,600 | .07 | 89 |
| 18-49 | 648,100 | 1.07 | 21 | 39,200 | .57 | 51 | 4,000 | .06 | 94 |
| 18-34 | 353,300 | 1.04 | 22 | 23,600 | .55 | 51 | 2,400 | .06 | 99 |
| 21-49 | 587,200 | 1.07 | 22 | 33,600 | .55 | 51 | 3,600 | .06 | 95 |
| 25-49 | 508,400 | 1.08 | 22 | 28,200 | .55 | 51 | 3,200 | .07 | 87 |
| 25-54 | 577,400 | 1.09 | 21 | 31,400 | .55 | 51 | 3,400 | .07 | 88 |
| TEENS TOTAL | 214,700 | 1.06 | 19 | 17,100 | .57 | 52 | 1,500 | .06 | 88 |
| CHILD TOTAL | 365,500 | 1.01 | 21 | 31,100 | .58 | 49 | 2,500 | .05 | 97 |
| 6-11 | 219,300 | 1.02 | 21 | 17,600 | .56 | 53 | 1,600 | .06 | 92 |

### PORTLAND, OR

| | ALL POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | BLACK POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | HISPANIC POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 839,900 | .92 | 27 | 14,900 | .15 | 101 | 21,900 | .35 | 43 |
| PERSONS 2+ | 2,112,100 | .88 | 27 | 42,900 | .15 | 101 | 86,800 | .39 | 41 |
| 18+ | 1,609,400 | .87 | 27 | 28,900 | .14 | 102 | 56,600 | .37 | 41 |
| 18-49 | 1,057,100 | .88 | 27 | 21,700 | .15 | 100 | 48,300 | .40 | 38 |
| 12-24 | 367,200 | .80 | 32 | 10,000 | .15 | 105 | 22,500 | .41 | 38 |
| 12-34 | 717,000 | .82 | 28 | 17,800 | .15 | 103 | 41,900 | .42 | 35 |
| 18-34 | 539,100 | .80 | 30 | 12,700 | .14 | 104 | 32,700 | .43 | 34 |
| WOMEN TOTAL | 831,200 | .86 | 27 | 13,600 | .12 | 105 | 23,700 | .32 | 42 |
| 18-49 | 525,400 | .87 | 27 | 9,900 | .13 | 105 | 19,800 | .35 | 41 |
| 12-24 | 180,300 | .80 | 32 | 4,800 | .15 | 105 | 9,200 | .35 | 42 |
| 18-34 | 267,800 | .80 | 32 | 5,800 | .13 | 106 | 13,000 | .37 | 40 |
| 25-49 | 431,900 | .90 | 27 | 7,700 | .13 | 102 | 14,700 | .35 | 40 |
| 25-54 | 483,100 | .90 | 27 | 8,600 | .13 | 101 | 15,700 | .34 | 40 |
| MEN TOTAL | 778,200 | .88 | 27 | 15,300 | .17 | 98 | 32,900 | .42 | 38 |
| 18-49 | 531,700 | .88 | 27 | 11,800 | .17 | 96 | 28,500 | .46 | 31 |
| 18-34 | 271,300 | .80 | 29 | 6,900 | .16 | 102 | 19,700 | .48 | 30 |
| 21-49 | 492,100 | .90 | 26 | 10,600 | .17 | 94 | 25,200 | .45 | 31 |
| 25-49 | 435,900 | .92 | 25 | 9,100 | .18 | 93 | 20,300 | .44 | 33 |
| 25-54 | 487,200 | .92 | 26 | 9,800 | .17 | 96 | 21,600 | .43 | 34 |
| TEENS TOTAL | 177,900 | .88 | 26 | 5,100 | .17 | 95 | 9,200 | .38 | 40 |
| CHILD TOTAL | 324,800 | .90 | 25 | 8,900 | .17 | 98 | 21,000 | .45 | 38 |
| 6-11 | 195,900 | .91 | 25 | 5,200 | .17 | 98 | 11,800 | .44 | 40 |

### PORTLAND-POLAND SPRING

| | ALL POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | BLACK POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK | HISPANIC POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 368,800 | .40 | 69 | 1,100 | .01 | 169 | 1,600 | .03 | 128 |
| PERSONS 2+ | 937,500 | .39 | 70 | 3,800 | .01 | 170 | 5,600 | .03 | 132 |
| 18+ | 723,300 | .39 | 68 | 2,800 | .01 | 168 | 3,700 | .02 | 137 |
| 18-49 | 465,400 | .39 | 70 | 2,600 | .02 | 165 | 3,300 | .03 | 131 |
| 12-24 | 170,500 | .37 | 77 | 1,300 | .02 | 165 | 1,500 | .03 | 134 |
| 12-34 | 327,800 | .37 | 71 | 2,200 | .02 | 165 | 2,800 | .03 | 132 |
| 18-34 | 250,900 | .37 | 71 | 1,800 | .02 | 163 | 2,100 | .03 | 134 |
| WOMEN TOTAL | 379,100 | .39 | 69 | 1,000 | .01 | 168 | 1,700 | .02 | 130 |
| 18-49 | 234,100 | .39 | 70 | 900 | .01 | 165 | 1,500 | .03 | 127 |
| 12-24 | 84,100 | .37 | 76 | 600 | .02 | 160 | 700 | .03 | 130 |
| 18-34 | 126,600 | .38 | 71 | 700 | .02 | 160 | 900 | .03 | 129 |
| 25-49 | 187,500 | .39 | 69 | 500 | .01 | 167 | 1,200 | .03 | 122 |
| 25-54 | 210,500 | .39 | 70 | 500 | .01 | 168 | 1,200 | .03 | 125 |
| MEN TOTAL | 344,200 | .39 | 69 | 1,800 | .02 | 166 | 2,000 | .03 | 138 |
| 18-49 | 231,300 | .38 | 70 | 1,700 | .02 | 162 | 1,800 | .03 | 133 |
| 18-34 | 124,300 | .36 | 72 | 1,100 | .03 | 161 | 1,200 | .03 | 134 |
| 21-49 | 211,300 | .38 | 70 | 1,500 | .02 | 161 | 1,700 | .03 | 132 |
| 25-49 | 184,300 | .39 | 68 | 1,200 | .02 | 161 | 1,300 | .03 | 129 |
| 25-54 | 206,700 | .39 | 69 | 1,200 | .02 | 163 | 1,300 | .03 | 133 |
| TEENS TOTAL | 76,900 | .38 | 74 | 400 | .01 | 163 | 700 | .03 | 122 |
| CHILD TOTAL | 137,300 | .38 | 72 | 600 | .01 | 168 | 1,200 | .03 | 129 |
| 6-11 | 81,700 | .38 | 73 | 400 | .01 | 166 | 600 | .02 | 136 |

## ADI MARKETS POPULATION SUMMARY

### PRESQUE ISLE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 30,500 | .03 | 202 |
| PERSONS 2+ | 81,800 | .03 | 203 |
| 18+ | 62,300 | .03 | 203 |
| 18-49 | 39,700 | .03 | 202 |
| 12-24 | 15,900 | .03 | 204 |
| 12-34 | 29,600 | .03 | 203 |
| 18-34 | 22,000 | .03 | 202 |
| WOMEN TOTAL | 31,100 | .03 | 205 |
| 18-49 | 18,700 | .03 | 205 |
| 12-24 | 7,500 | .03 | 205 |
| 18-34 | 10,100 | .03 | 205 |
| 25-49 | 14,900 | .03 | 202 |
| 25-54 | 17,000 | .03 | 202 |
| MEN TOTAL | 31,200 | .04 | 202 |
| 18-49 | 21,000 | .03 | 202 |
| 18-34 | 11,900 | .03 | 201 |
| 21-49 | 19,200 | .03 | 202 |
| 25-49 | 16,500 | .03 | 202 |
| 25-54 | 18,500 | .03 | 202 |
| TEENS TOTAL | 7,600 | .04 | 201 |
| CHILD TOTAL | 11,900 | .03 | 204 |
| 6-11 | 7,100 | .03 | 206 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 200 | - | 193 |
| PERSONS 2+ | 900 | - | 195 |
| 18+ | 700 | - | 194 |
| 18-49 | 700 | - | 192 |
| 12-24 | 300 | - | 192 |
| 12-34 | 400 | - | 194 |
| 18-34 | 400 | - | 192 |
| WOMEN TOTAL | 200 | - | 189 |
| 18-49 | 200 | - | 188 |
| 12-24 | 100 | - | 187 |
| 18-34 | 100 | - | 189 |
| 25-49 | 100 | - | 190 |
| 25-54 | 100 | - | 191 |
| MEN TOTAL | 500 | .01 | 194 |
| 18-49 | 500 | .01 | 189 |
| 18-34 | 300 | .01 | 190 |
| 21-49 | 400 | .01 | 190 |
| 25-49 | 300 | .01 | 191 |
| 25-54 | 300 | .01 | 192 |
| TEENS TOTAL | | | 197 |
| CHILD TOTAL | 200 | - | 188 |
| 6-11 | 100 | - | 189 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 100 | - | 202 |
| PERSONS 2+ | 500 | - | 204 |
| 18+ | 400 | - | 204 |
| 18-49 | 400 | - | 199 |
| 12-24 | 200 | - | 193 |
| 12-34 | 300 | - | 200 |
| 18-34 | 300 | - | 197 |
| WOMEN TOTAL | 200 | - | 199 |
| 18-49 | 200 | - | 195 |
| 12-24 | 100 | - | 186 |
| 18-34 | 100 | - | 197 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 201 |
| MEN TOTAL | 200 | - | 205 |
| 18-49 | 200 | - | 197 |
| 18-34 | 200 | - | 188 |
| 21-49 | 200 | - | 194 |
| 25-49 | 100 | - | 200 |
| 25-54 | 100 | - | 201 |
| TEENS TOTAL | | | 195 |
| CHILD TOTAL | 100 | - | 201 |
| 6-11 | | | 199 |

### PROVIDENCE-NEW BEDFORD

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 571,700 | .62 | 43 |
| PERSONS 2+ | 1,480,200 | .61 | 43 |
| 18+ | 1,167,800 | .63 | 43 |
| 18-49 | 740,400 | .61 | 43 |
| 12-24 | 282,000 | .61 | 43 |
| 12-34 | 534,300 | .61 | 43 |
| 18-34 | 421,500 | .62 | 43 |
| WOMEN TOTAL | 620,500 | .64 | 42 |
| 18-49 | 373,500 | .62 | 43 |
| 12-24 | 139,800 | .62 | 43 |
| 18-34 | 211,500 | .63 | 43 |
| 25-49 | 288,900 | .60 | 43 |
| 25-54 | 324,600 | .60 | 43 |
| MEN TOTAL | 547,300 | .62 | 43 |
| 18-49 | 366,900 | .61 | 43 |
| 18-34 | 210,000 | .62 | 43 |
| 21-49 | 331,700 | .60 | 43 |
| 25-49 | 282,300 | .60 | 43 |
| 25-54 | 315,900 | .60 | 43 |
| TEENS TOTAL | 112,800 | .56 | 50 |
| CHILD TOTAL | 199,600 | .55 | 48 |
| 6-11 | 117,000 | .55 | 49 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 14,500 | .15 | 102 |
| PERSONS 2+ | 41,300 | .15 | 103 |
| 18+ | 28,500 | .14 | 103 |
| 18-49 | 22,100 | .15 | 99 |
| 12-24 | 10,600 | .16 | 100 |
| 12-34 | 18,500 | .16 | 99 |
| 18-34 | 14,100 | .16 | 99 |
| WOMEN TOTAL | 14,400 | .13 | 102 |
| 18-49 | 10,700 | .14 | 101 |
| 12-24 | 5,100 | .15 | 102 |
| 18-34 | 6,700 | .15 | 100 |
| 25-49 | 7,800 | .13 | 100 |
| 25-54 | 8,500 | .13 | 102 |
| MEN TOTAL | 14,100 | .15 | 102 |
| 18-49 | 11,400 | .17 | 98 |
| 18-34 | 7,400 | .17 | 99 |
| 21-49 | 10,100 | .16 | 97 |
| 25-49 | 8,200 | .16 | 99 |
| 25-54 | 8,900 | .16 | 99 |
| TEENS TOTAL | 4,500 | .15 | 100 |
| CHILD TOTAL | 8,300 | .16 | 100 |
| 6-11 | 4,500 | .14 | 102 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 18,600 | .30 | 47 |
| PERSONS 2+ | 61,300 | .28 | 46 |
| 18+ | 41,400 | .27 | 47 |
| 18-49 | 33,400 | .28 | 46 |
| 12-24 | 15,500 | .28 | 46 |
| 12-34 | 28,200 | .28 | 46 |
| 18-34 | 21,700 | .28 | 46 |
| WOMEN TOTAL | 21,100 | .28 | 45 |
| 18-49 | 16,600 | .29 | 45 |
| 12-24 | 7,600 | .29 | 45 |
| 18-34 | 10,600 | .30 | 46 |
| 25-49 | 12,200 | .29 | 45 |
| 25-54 | 13,400 | .29 | 44 |
| MEN TOTAL | 20,300 | .26 | 46 |
| 18-49 | 16,800 | .27 | 46 |
| 18-34 | 11,100 | .27 | 46 |
| 21-49 | 15,000 | .27 | 46 |
| 25-49 | 12,200 | .27 | 46 |
| 25-54 | 13,100 | .26 | 46 |
| TEENS TOTAL | 6,500 | .27 | 47 |
| CHILD TOTAL | 13,400 | .29 | 48 |
| 6-11 | 7,600 | .29 | 47 |

### QUINCY-HANNIBAL

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 108,700 | .12 | 156 |
| PERSONS 2+ | 279,300 | .12 | 158 |
| 18+ | 214,900 | .12 | 156 |
| 18-49 | 124,400 | .10 | 159 |
| 12-24 | 53,700 | .12 | 161 |
| 12-34 | 93,000 | .11 | 164 |
| 18-34 | 69,000 | .10 | 163 |
| WOMEN TOTAL | 113,000 | .12 | 156 |
| 18-49 | 61,600 | .10 | 160 |
| 12-24 | 25,900 | .12 | 160 |
| 18-34 | 33,800 | .10 | 163 |
| 25-49 | 47,300 | .10 | 160 |
| 25-54 | 54,300 | .10 | 159 |
| MEN TOTAL | 101,900 | .12 | 159 |
| 18-49 | 62,800 | .10 | 161 |
| 18-34 | 35,200 | .10 | 162 |
| 21-49 | 55,800 | .10 | 160 |
| 25-49 | 47,400 | .10 | 161 |
| 25-54 | 54,000 | .10 | 162 |
| TEENS TOTAL | 24,000 | .12 | 161 |
| CHILD TOTAL | 40,400 | .11 | 163 |
| 6-11 | 25,000 | .12 | 161 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,800 | .02 | 156 |
| PERSONS 2+ | 6,700 | .02 | 155 |
| 18+ | 4,900 | .02 | 155 |
| 18-49 | 3,800 | .03 | 155 |
| 12-24 | 2,000 | .03 | 151 |
| 12-34 | 3,200 | .03 | 154 |
| 18-34 | 2,700 | .03 | 154 |
| WOMEN TOTAL | 2,200 | .02 | 154 |
| 18-49 | 1,600 | .02 | 154 |
| 12-24 | 900 | .03 | 149 |
| 18-34 | 1,100 | .02 | 151 |
| 25-49 | 800 | .01 | 158 |
| 25-54 | 900 | .01 | 158 |
| MEN TOTAL | 2,700 | .03 | 157 |
| 18-49 | 2,200 | .03 | 155 |
| 18-34 | 1,600 | .04 | 153 |
| 21-49 | 1,800 | .03 | 156 |
| 25-49 | 1,500 | .03 | 154 |
| 25-54 | 1,600 | .03 | 156 |
| TEENS TOTAL | 500 | .02 | 158 |
| CHILD TOTAL | 1,300 | .02 | 149 |
| 6-11 | 700 | .02 | 151 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 400 | .01 | 177 |
| PERSONS 2+ | 1,800 | .01 | 182 |
| 18+ | 1,200 | .01 | 178 |
| 18-49 | 900 | .01 | 179 |
| 12-24 | 600 | .01 | 168 |
| 12-34 | 900 | .01 | 175 |
| 18-34 | 700 | .01 | 176 |
| WOMEN TOTAL | 500 | .01 | 176 |
| 18-49 | 400 | .01 | 179 |
| 12-24 | 200 | .01 | 171 |
| 18-34 | 300 | .01 | 171 |
| 25-49 | 300 | .01 | 175 |
| 25-54 | 300 | .01 | 176 |
| MEN TOTAL | 700 | .01 | 179 |
| 18-49 | 500 | .01 | 178 |
| 18-34 | 400 | .01 | 173 |
| 21-49 | 400 | .01 | 179 |
| 25-49 | 200 | - | 189 |
| 25-54 | 200 | - | 193 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 300 | .01 | 164 |

# ADI MARKETS POPULATION SUMMARY

## RALEIGH-DURHAM (FAYETTEVILLE, GOLDSBORO & ROCKY MOUNT)

TV HOUSEHOLDS 729,300 .79 32

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,-892,000 | .79 | 32 |
| 18+ | 1,462,700 | .79 | 32 |
| 18-49 | 1,013,200 | .84 | 28 |
| 12-24 | 395,700 | .86 | 27 |
| 12-34 | 746,200 | .85 | 27 |
| 18-34 | 589,100 | .87 | 27 |
| WOMEN TOTAL | 763,000 | .79 | 32 |
| 18-49 | 505,500 | .84 | 28 |
| 12-24 | 191,200 | .85 | 27 |
| 18-34 | 288,800 | .86 | 27 |
| 25-49 | 391,500 | .82 | 29 |
| 25-54 | 439,600 | .81 | 30 |
| MEN TOTAL | 699,700 | .79 | 29 |
| 18-49 | 507,700 | .84 | 28 |
| 18-34 | 300,300 | .88 | 27 |
| 21-49 | 457,000 | .83 | 28 |
| 25-49 | 383,100 | .81 | 29 |
| 25-54 | 426,900 | .81 | 31 |
| TEENS TOTAL | 157,100 | .78 | 34 |
| CHILD TOTAL | 272,200 | .75 | 34 |
| 6-11 | 159,600 | .74 | 36 |

TV HOUSEHOLDS 194,300 1.96 11

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 558,100 | 1.96 | 13 |
| 18+ | 402,000 | 2.00 | 11 |
| 18-49 | 288,800 | 1.99 | 12 |
| 12-24 | 133,200 | 2.02 | 11 |
| 12-34 | 234,900 | 1.99 | 12 |
| 18-34 | 176,100 | 2.00 | 11 |
| WOMEN TOTAL | 219,300 | 2.01 | 12 |
| 18-49 | 152,100 | 1.99 | 12 |
| 12-24 | 66,800 | 2.03 | 11 |
| 18-34 | 91,500 | 2.01 | 11 |
| 25-49 | 114,400 | 1.96 | 13 |
| 25-54 | 126,500 | 1.95 | 13 |
| MEN TOTAL | 182,700 | 1.98 | 11 |
| 18-49 | 136,700 | 1.98 | 12 |
| 18-34 | 84,600 | 1.99 | 11 |
| 21-49 | 120,600 | 1.97 | 12 |
| 25-49 | 100,000 | 1.96 | 13 |
| 25-54 | 110,100 | 1.95 | 13 |
| TEENS TOTAL | 58,600 | 1.96 | 13 |
| CHILD TOTAL | 97,300 | 1.83 | 14 |
| 6-11 | 57,100 | 1.83 | 14 |

TV HOUSEHOLDS - 9,900 .16 61

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 32,500 | .15 | 63 |
| 18+ | 23,100 | .15 | 62 |
| 18-49 | 20,700 | .17 | 59 |
| 12-24 | 9,300 | .17 | 60 |
| 12-34 | 17,900 | .18 | 59 |
| 18-34 | 15,200 | .20 | 57 |
| WOMEN TOTAL | 9,300 | .12 | 68 |
| 18-49 | 8,300 | .15 | 62 |
| 12-24 | 3,400 | .13 | 71 |
| 18-34 | 5,700 | .16 | 60 |
| 25-49 | 6,100 | .14 | 62 |
| 25-54 | 6,400 | .14 | 62 |
| MEN TOTAL | 13,800 | .18 | 57 |
| 18-49 | 12,400 | .20 | 55 |
| 18-34 | 9,500 | .23 | 50 |
| 21-49 | 10,600 | .19 | 55 |
| 25-49 | 8,000 | .17 | 58 |
| 25-54 | 8,400 | .17 | 58 |
| TEENS TOTAL | 2,700 | .11 | 74 |
| CHILD TOTAL | 6,700 | .14 | 70 |
| 6-11 | 3,800 | .14 | 69 |

## RAPID CITY

TV HOUSEHOLDS 84,600 .09 171

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 225,800 | .09 | 170 |
| 18+ | 162,900 | .09 | 172 |
| 18-49 | 104,900 | .09 | 170 |
| 12-24 | 42,100 | .09 | 174 |
| 12-34 | 79,300 | .09 | 172 |
| 18-34 | 57,000 | .08 | 171 |
| WOMEN TOTAL | 82,700 | .09 | 175 |
| 18-49 | 51,400 | .09 | 172 |
| 12-24 | 20,200 | .09 | 174 |
| 18-34 | 28,000 | .08 | 172 |
| 25-49 | 41,900 | .09 | 172 |
| 25-54 | 47,000 | .09 | 173 |
| MEN TOTAL | 80,200 | .09 | 172 |
| 18-49 | 53,500 | .09 | 170 |
| 18-34 | 29,000 | .09 | 171 |
| 21-49 | 49,300 | .09 | 170 |
| 25-49 | 43,200 | .09 | 168 |
| 25-54 | 48,500 | .09 | 168 |
| TEENS TOTAL | 22,300 | .11 | 164 |
| CHILD TOTAL | 40,600 | .11 | 162 |
| 6-11 | 25,000 | .12 | 161 |

TV HOUSEHOLDS 600 .01 180

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,700 | .01 | 182 |
| 18+ | 1,100 | .01 | 183 |
| 18-49 | 1,000 | .01 | 182 |
| 12-24 | 500 | .01 | 182 |
| 12-34 | 1,000 | .01 | 181 |
| 18-34 | 800 | .01 | 181 |
| WOMEN TOTAL | 400 | - | 180 |
| 18-49 | 400 | .01 | 177 |
| 12-24 | 200 | .01 | 179 |
| 18-34 | 300 | .01 | 175 |
| 25-49 | 300 | .01 | 175 |
| 25-54 | 300 | - | 176 |
| MEN TOTAL | 700 | .01 | 185 |
| 18-49 | 600 | .01 | 184 |
| 18-34 | 500 | .01 | 179 |
| 21-49 | 600 | .01 | 182 |
| 25-49 | 400 | .01 | 186 |
| 25-54 | 400 | .01 | 187 |
| TEENS TOTAL | 200 | .01 | 176 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 300 | .01 | 172 |

TV HOUSEHOLDS 1,200 .02 140

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 4,900 | .02 | 142 |
| 18+ | 2,900 | .02 | 149 |
| 18-49 | 2,400 | .02 | 148 |
| 12-24 | 1,200 | .02 | 143 |
| 12-34 | 2,200 | .02 | 145 |
| 18-34 | 1,600 | .02 | 147 |
| WOMEN TOTAL | 1,300 | .02 | 141 |
| 18-49 | 1,100 | .02 | 140 |
| 12-24 | 500 | .02 | 142 |
| 18-34 | 800 | .02 | 136 |
| 25-49 | 900 | .02 | 136 |
| 25-54 | 1,000 | .02 | 136 |
| MEN TOTAL | 1,600 | .02 | 151 |
| 18-49 | 1,300 | .02 | 145 |
| 18-34 | 800 | .02 | 150 |
| 21-49 | 1,100 | .02 | 147 |
| 25-49 | 900 | .02 | 147 |
| 25-54 | 900 | .02 | 150 |
| TEENS TOTAL | 600 | .03 | 130 |
| CHILD TOTAL | 1,400 | .03 | 123 |
| 6-11 | 900 | .03 | 113 |

## RENO

TV HOUSEHOLDS 191,400 .21 116

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 480,500 | .20 | 120 |
| 18+ | 373,900 | .20 | 116 |
| 18-49 | 251,300 | .21 | 114 |
| 12-24 | 81,200 | .18 | 131 |
| 12-34 | 167,700 | .19 | 121 |
| 18-34 | 132,000 | .20 | 120 |
| WOMEN TOTAL | 182,400 | .19 | 121 |
| 18-49 | 118,900 | .20 | 120 |
| 12-24 | 38,600 | .17 | 132 |
| 18-34 | 62,000 | .19 | 124 |
| 25-49 | 97,700 | .20 | 113 |
| 25-54 | 110,300 | .20 | 113 |
| MEN TOTAL | 191,500 | .22 | 113 |
| 18-49 | 132,400 | .22 | 112 |
| 18-34 | 70,000 | .21 | 114 |
| 21-49 | 122,800 | .22 | 108 |
| 25-49 | 108,100 | .23 | 106 |
| 25-54 | 121,200 | .23 | 106 |
| TEENS TOTAL | 35,700 | .18 | 140 |
| CHILD TOTAL | 70,900 | .20 | 129 |
| 6-11 | 41,800 | .19 | 130 |

TV HOUSEHOLDS 2,700 .03 148

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 9,600 | .03 | 148 |
| 18+ | 7,500 | .04 | 146 |
| 18-49 | 6,300 | .04 | 145 |
| 12-24 | 2,400 | .04 | 149 |
| 12-34 | 5,200 | .04 | 144 |
| 18-34 | 4,300 | .05 | 141 |
| WOMEN TOTAL | 2,300 | .02 | 152 |
| 18-49 | 1,800 | .02 | 149 |
| 12-24 | 800 | .02 | 153 |
| 18-34 | 1,100 | .02 | 151 |
| 25-49 | 1,400 | .02 | 148 |
| 25-54 | 1,600 | .02 | 146 |
| MEN TOTAL | 5,200 | .06 | 135 |
| 18-49 | 4,500 | .07 | 134 |
| 18-34 | 3,200 | .08 | 134 |
| 21-49 | 4,100 | .07 | 134 |
| 25-49 | 3,400 | .07 | 132 |
| 25-54 | 3,600 | .06 | 132 |
| TEENS TOTAL | 900 | .03 | 148 |
| CHILD TOTAL | 1,100 | .02 | 156 |
| 6-11 | 600 | .02 | 156 |

TV HOUSEHOLDS 12,600 .20 54

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 44,800 | .20 | 55 |
| 18+ | 30,700 | .20 | 53 |
| 18-49 | 25,800 | .22 | 50 |
| 12-24 | 11,300 | .21 | 56 |
| 12-34 | 21,400 | .21 | 53 |
| 18-34 | 17,000 | .22 | 51 |
| WOMEN TOTAL | 12,400 | .17 | 57 |
| 18-49 | 10,100 | .18 | 56 |
| 12-24 | 4,700 | .18 | 58 |
| 18-34 | 6,200 | .17 | 56 |
| 25-49 | 7,800 | .18 | 55 |
| 25-54 | 8,100 | .17 | 55 |
| MEN TOTAL | 18,300 | .24 | 49 |
| 18-49 | 15,700 | .25 | 47 |
| 18-34 | 10,800 | .26 | 47 |
| 21-49 | 14,100 | .25 | 47 |
| 25-49 | 11,300 | .25 | 47 |
| 25-54 | -12,000 | .24 | 49 |
| TEENS TOTAL | 4,400 | .18 | 58 |
| CHILD TOTAL | 9,700 | .21 | 56 |
| 6-11 | 5,300 | .20 | 59 |

## ADI MARKETS POPULATION SUMMARY

### RICHMOND

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 436,900 | .48 | 60 |
| PERSONS 2+ | 1,124,800 | .47 | 59 |
| 18+ | 874,600 | .47 | 59 |
| 18-49 | 577,100 | .48 | 55 |
| 12-24 | 204,400 | .45 | 63 |
| 12-34 | 402,000 | .46 | 58 |
| 18-34 | 313,100 | .46 | 57 |
| WOMEN TOTAL | 463,900 | .48 | 59 |
| 18-49 | 295,200 | .49 | 55 |
| 12-24 | 102,300 | .46 | 61 |
| 18-34 | 160,500 | .48 | 56 |
| 25-49 | 236,400 | .49 | 54 |
| 25-54 | 265,600 | .49 | 55 |
| MEN TOTAL | 410,700 | .46 | 59 |
| 18-49 | 281,900 | .47 | 55 |
| 18-34 | 152,600 | .45 | 57 |
| 21-49 | 256,600 | .47 | 55 |
| 25-49 | 225,200 | .48 | 55 |
| 25-54 | 252,500 | .48 | 55 |
| TEENS TOTAL | 88,900 | .44 | 65 |
| CHILD TOTAL | 161,300 | .45 | 62 |
| 6-11 | 95,100 | .44 | 64 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 120,100 | 1.21 | 20 |
| PERSONS 2+ | 335,400 | 1.18 | 20 |
| 18+ | 248,300 | 1.23 | 19 |
| 18-49 | 171,500 | 1.18 | 20 |
| 12-24 | 69,600 | 1.05 | 22 |
| 12-34 | 130,000 | 1.10 | 21 |
| 18-34 | 99,600 | 1.13 | 20 |
| WOMEN TOTAL | 135,500 | 1.24 | 20 |
| 18-49 | 91,000 | 1.19 | 20 |
| 12-24 | 35,600 | 1.08 | 22 |
| 18-34 | 52,600 | 1.16 | 20 |
| 25-49 | 70,500 | 1.21 | 20 |
| 25-54 | 78,900 | 1.22 | 20 |
| MEN TOTAL | 112,800 | 1.22 | 19 |
| 18-49 | 80,500 | 1.17 | 20 |
| 18-34 | 47,000 | 1.10 | 20 |
| 21-49 | 72,400 | 1.18 | 20 |
| 25-49 | 61,800 | 1.21 | 19 |
| 25-54 | 68,600 | 1.21 | 19 |
| TEENS TOTAL | 30,400 | 1.01 | 24 |
| CHILD TOTAL | 56,700 | 1.06 | 21 |
| 6-11 | 34,000 | 1.09 | 23 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,000 | .05 | 100 |
| PERSONS 2+ | 10,600 | .05 | 100 |
| 18+ | 7,800 | .05 | 98 |
| 18-49 | 5,800 | .05 | 103 |
| 12-24 | 2,100 | .04 | 118 |
| 12-34 | 4,700 | .05 | 106 |
| 18-34 | 3,900 | .05 | 103 |
| WOMEN TOTAL | 3,200 | .04 | 100 |
| 18-49 | 2,500 | .04 | 104 |
| 12-24 | 900 | .03 | 113 |
| 18-34 | 1,600 | .04 | 108 |
| 25-49 | 2,000 | .05 | 101 |
| 25-54 | 2,400 | .05 | 95 |
| MEN TOTAL | 4,600 | .06 | 99 |
| 18-49 | 3,300 | .05 | 105 |
| 18-34 | 2,300 | .06 | 103 |
| 21-49 | 2,900 | .05 | 104 |
| 25-49 | 2,500 | .05 | 100 |
| 25-54 | 2,800 | .06 | 99 |
| TEENS TOTAL | 800 | .03 | 112 |
| CHILD TOTAL | 2,000 | .04 | 103 |
| 6-11 | 1,100 | .04 | 105 |

### ROANOKE-LYNCHBURG

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 389,300 | .42 | 65 |
| PERSONS 2+ | 992,900 | .41 | 67 |
| 18+ | 789,500 | .43 | 65 |
| 18-49 | 490,800 | .41 | 66 |
| 12-24 | 198,900 | .43 | 65 |
| 12-34 | 349,800 | .40 | 67 |
| 18-34 | 271,500 | .40 | 66 |
| WOMEN TOTAL | 416,800 | .43 | 64 |
| 18-49 | 247,900 | .41 | 66 |
| 12-24 | 97,500 | .43 | 64 |
| 18-34 | 136,300 | .41 | 66 |
| 25-49 | 188,000 | .39 | 68 |
| 25-54 | 215,600 | .40 | 66 |
| MEN TOTAL | 372,700 | .42 | 66 |
| 18-49 | 242,900 | .40 | 67 |
| 18-34 | 135,200 | .40 | 67 |
| 21-49 | 216,000 | .39 | 68 |
| 25-49 | 182,200 | .39 | 69 |
| 25-54 | 208,400 | .39 | 68 |
| TEENS TOTAL | 78,300 | .39 | 72 |
| CHILD TOTAL | 125,100 | .35 | 78 |
| 6-11 | 74,000 | .35 | 80 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 53,400 | .54 | 49 |
| PERSONS 2+ | 150,200 | .53 | 51 |
| 18+ | 110,600 | .55 | 49 |
| 18-49 | 73,500 | .51 | 52 |
| 12-24 | 32,000 | .48 | 57 |
| 12-34 | 56,100 | .48 | 56 |
| 18-34 | 41,700 | .47 | 55 |
| WOMEN TOTAL | 60,300 | .55 | 49 |
| 18-49 | 38,800 | .51 | 51 |
| 12-24 | 15,900 | .48 | 57 |
| 18-34 | 21,800 | .48 | 53 |
| 25-49 | 29,800 | .51 | 50 |
| 25-54 | 33,600 | .52 | 49 |
| MEN TOTAL | 50,300 | .54 | 51 |
| 18-49 | 34,700 | .50 | 54 |
| 18-34 | 19,900 | .47 | 56 |
| 21-49 | 30,900 | .50 | 53 |
| 25-49 | 26,100 | .51 | 53 |
| 25-54 | 29,300 | .52 | 53 |
| TEENS TOTAL | 14,400 | .48 | 60 |
| CHILD TOTAL | 25,200 | .47 | 61 |
| 6-11 | 15,300 | .49 | 60 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,300 | .02 | 138 |
| PERSONS 2+ | 5,600 | .03 | 132 |
| 18+ | 4,600 | .03 | 127 |
| 18-49 | 3,900 | .03 | 124 |
| 12-24 | 2,000 | .04 | 121 |
| 12-34 | 3,200 | .03 | 127 |
| 18-34 | 2,900 | .04 | 122 |
| WOMEN TOTAL | 1,800 | .02 | 127 |
| 18-49 | 1,700 | .03 | 122 |
| 12-24 | 700 | .03 | 130 |
| 18-34 | 1,200 | .03 | 121 |
| 25-49 | 1,100 | .03 | 125 |
| 25-54 | 1,100 | .02 | 127 |
| MEN TOTAL | 2,800 | .04 | 125 |
| 18-49 | 2,200 | .04 | 125 |
| 18-34 | 1,700 | .04 | 118 |
| 21-49 | 2,100 | .04 | 120 |
| 25-49 | 1,100 | .02 | 140 |
| 25-54 | 1,100 | .02 | 144 |
| TEENS TOTAL | 300 | .01 | 153 |
| CHILD TOTAL | 700 | .02 | 156 |
| 6-11 | 400 | .02 | 149 |

### ROCHESTER, NY

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 358,300 | .39 | 72 |
| PERSONS 2+ | 923,900 | .38 | 71 |
| 18+ | 715,000 | .39 | 70 |
| 18-49 | 474,800 | .39 | 68 |
| 12-24 | 175,900 | .38 | 71 |
| 12-34 | 336,900 | .38 | 70 |
| 18-34 | 264,800 | .39 | 68 |
| WOMEN TOTAL | 377,200 | .39 | 70 |
| 18-49 | 241,600 | .40 | 67 |
| 12-24 | 87,000 | .39 | 70 |
| 18-34 | 134,100 | .40 | 67 |
| 25-49 | 189,400 | .40 | 67 |
| 25-54 | 212,500 | .39 | 68 |
| MEN TOTAL | 337,800 | .38 | 70 |
| 18-49 | 233,200 | .39 | 69 |
| 18-34 | 130,700 | .38 | 68 |
| 21-49 | 211,400 | .38 | 69 |
| 25-49 | 181,200 | .38 | 70 |
| 25-54 | 203,500 | .38 | 70 |
| TEENS TOTAL | 71,700 | .36 | 80 |
| CHILD TOTAL | 137,200 | .38 | 73 |
| 6-11 | 79,400 | .37 | 74 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 30,400 | .31 | 75 |
| PERSONS 2+ | 86,200 | .30 | 75 |
| 18+ | 58,000 | .29 | 75 |
| 18-49 | 45,000 | .31 | 72 |
| 12-24 | 21,500 | .33 | 71 |
| 12-34 | 37,400 | .32 | 73 |
| 18-34 | 27,500 | .31 | 73 |
| WOMEN TOTAL | 31,800 | .29 | 74 |
| 18-49 | 24,600 | .32 | 70 |
| 12-24 | 11,000 | .33 | 70 |
| 18-34 | 15,000 | .33 | 70 |
| 25-49 | 18,500 | .32 | 69 |
| 25-54 | 20,400 | .31 | 69 |
| MEN TOTAL | 26,200 | .28 | 77 |
| 18-49 | 20,400 | .30 | 75 |
| 18-34 | 12,500 | .29 | 75 |
| 21-49 | 17,900 | .29 | 75 |
| 25-49 | 14,900 | .29 | 75 |
| 25-54 | 16,600 | .29 | 75 |
| TEENS TOTAL | 9,900 | .33 | 73 |
| CHILD TOTAL | 18,300 | .34 | 70 |
| 6-11 | 10,100 | .32 | 73 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 9,400 | .15 | 64 |
| PERSONS 2+ | 30,400 | .14 | 67 |
| 18+ | 19,500 | .13 | 68 |
| 18-49 | 15,700 | .13 | 66 |
| 12-24 | 7,900 | .14 | 67 |
| 12-34 | 13,700 | .14 | 68 |
| 18-34 | 10,100 | .13 | 69 |
| WOMEN TOTAL | 10,100 | .14 | 64 |
| 18-49 | 8,100 | .14 | 65 |
| 12-24 | 4,100 | .16 | 60 |
| 18-34 | 5,300 | .15 | 63 |
| 25-49 | 5,800 | .14 | 64 |
| 25-54 | 6,400 | .14 | 62 |
| MEN TOTAL | 9,400 | .12 | 73 |
| 18-49 | 7,600 | .12 | 73 |
| 18-34 | 4,800 | .12 | 74 |
| 21-49 | 6,700 | .12 | 73 |
| 25-49 | 5,600 | .12 | 72 |
| 25-54 | 6,100 | .12 | 73 |
| TEENS TOTAL | 3,600 | .15 | 63 |
| CHILD TOTAL | 7,300 | .16 | 66 |
| 6-11 | 4,200 | .16 | 65 |

# ADI MARKETS POPULATION SUMMARY

## ROCHESTER-MASON CITY-AUSTIN

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 134,400 | .15 | 148 |
| PERSONS 2+ | 336,100 | .14 | 152 |
| 18+ | 255,000 | .14 | 161 |
| 18-49 | 150,800 | .12 | 152 |
| 12-24 | 55,500 | .12 | 158 |
| 12-34 | 109,700 | .13 | 155 |
| 18-34 | 81,200 | .12 | 154 |
| WOMEN TOTAL | 134,200 | .14 | 151 |
| 18-49 | 75,600 | .13 | 153 |
| 12-24 | 27,700 | .12 | 157 |
| 18-34 | 40,900 | .12 | 151 |
| 25-49 | 61,800 | .13 | 152 |
| 25-54 | 70,700 | .13 | 150 |
| MEN TOTAL | 120,800 | .14 | 153 |
| 18-49 | 75,200 | .12 | 152 |
| 18-34 | 40,300 | .12 | 154 |
| 21-49 | 69,500 | .13 | 152 |
| 25-49 | 62,000 | .13 | 150 |
| 25-54 | 70,700 | .13 | 150 |
| TEENS TOTAL | 28,500 | .14 | 153 |
| CHILD TOTAL | 54,600 | .15 | 149 |
| 6-11 | 33,300 | .16 | 149 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 300 | - | 186 |
| PERSONS 2+ | 1,200 | - | 190 |
| 18+ | 900 | - | 188 |
| 18-49 | 900 | .01 | 184 |
| 12-24 | 300 | - | 192 |
| 12-34 | 500 | - | 193 |
| 18-34 | 400 | - | 192 |
| WOMEN TOTAL | 300 | - | 185 |
| 18-49 | 300 | - | 182 |
| 12-24 | 100 | - | 187 |
| 18-34 | 200 | - | 183 |
| 25-49 | 200 | - | 181 |
| 25-54 | 200 | - | 181 |
| MEN TOTAL | 600 | .01 | 187 |
| 18-49 | 600 | .01 | 184 |
| 18-34 | 200 | - | 194 |
| 21-49 | 600 | .01 | 182 |
| 25-49 | 500 | .01 | 180 |
| 25-54 | 500 | .01 | 180 |
| TEENS TOTAL | 100 | - | 187 |
| CHILD TOTAL | 200 | - | 188 |
| 6-11 | 100 | - | 189 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,000 | .02 | 148 |
| PERSONS 2+ | 4,200 | .02 | 147 |
| 18+ | 2,700 | .02 | 153 |
| 18-49 | 1,600 | .01 | 159 |
| 12-24 | 900 | .02 | 154 |
| 12-34 | 1,700 | .02 | 151 |
| 18-34 | 1,100 | .01 | 157 |
| WOMEN TOTAL | 1,100 | .01 | 148 |
| 18-49 | 800 | .01 | 154 |
| 12-24 | 500 | .02 | 142 |
| 18-34 | 600 | .02 | 150 |
| 25-49 | 500 | .01 | 158 |
| 25-54 | 600 | .01 | 153 |
| MEN TOTAL | 1,600 | .02 | 151 |
| 18-49 | 800 | .01 | 161 |
| 18-34 | 500 | .01 | 165 |
| 21-49 | 800 | .01 | 157 |
| 25-49 | 800 | .02 | 150 |
| 25-54 | 1,000 | .02 | 147 |
| TEENS TOTAL | 600 | .03 | 130 |
| CHILD TOTAL | 900 | .02 | 140 |
| 6-11 | 300 | .01 | 164 |

## ROCKFORD

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 155,000 | .17 | 135 |
| PERSONS 2+ | 396,800 | .16 | 138 |
| 18+ | 300,800 | .16 | 137 |
| 18-49 | 190,400 | .16 | 134 |
| 12-24 | 70,300 | .15 | 147 |
| 12-34 | 136,400 | .16 | 139 |
| 18-34 | 102,000 | .15 | 138 |
| WOMEN TOTAL | 156,700 | .16 | 138 |
| 18-49 | 95,400 | .16 | 132 |
| 12-24 | 34,700 | .15 | 147 |
| 18-34 | 50,900 | .15 | 138 |
| 25-49 | 77,400 | .16 | 131 |
| 25-54 | 87,800 | .16 | 131 |
| MEN TOTAL | 144,100 | .16 | 137 |
| 18-49 | 95,000 | .16 | 135 |
| 18-34 | 51,100 | .15 | 137 |
| 21-49 | 87,700 | .16 | 133 |
| 25-49 | 77,100 | .16 | 129 |
| 25-54 | 87,500 | .17 | 129 |
| TEENS TOTAL | 34,400 | .17 | 142 |
| CHILD TOTAL | 61,600 | .17 | 141 |
| 6-11 | 37,000 | .17 | 143 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 9,000 | .09 | 117 |
| PERSONS 2+ | 26,600 | .09 | 117 |
| 18+ | 17,500 | .09 | 118 |
| 18-49 | 13,100 | .09 | 118 |
| 12-24 | 6,300 | .10 | 119 |
| 12-34 | 11,000 | .09 | 120 |
| 18-34 | 7,700 | .09 | 122 |
| WOMEN TOTAL | 9,100 | .08 | 116 |
| 18-49 | 6,700 | .09 | 114 |
| 12-24 | 3,200 | .10 | 114 |
| 18-34 | 4,000 | .09 | 115 |
| 25-49 | 5,200 | .09 | 114 |
| 25-54 | 5,800 | .09 | 114 |
| MEN TOTAL | 8,400 | .09 | 123 |
| 18-49 | 6,400 | .09 | 121 |
| 18-34 | 3,700 | .09 | 128 |
| 21-49 | 5,700 | .09 | 121 |
| 25-49 | 4,900 | .10 | 121 |
| 25-54 | 5,400 | .10 | 120 |
| TEENS TOTAL | 3,300 | .11 | 113 |
| CHILD TOTAL | 5,800 | .11 | 113 |
| 6-11 | 3,400 | .11 | 113 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,300 | .05 | 96 |
| PERSONS 2+ | 12,100 | .05 | 96 |
| 18+ | 7,400 | .05 | 103 |
| 18-49 | 6,200 | .05 | 100 |
| 12-24 | 3,100 | .06 | 99 |
| 12-34 | 5,500 | .05 | 98 |
| 18-34 | 3,900 | .05 | 103 |
| WOMEN TOTAL | 3,400 | .05 | 97 |
| 18-49 | 2,800 | .05 | 98 |
| 12-24 | 1,400 | .05 | 97 |
| 18-34 | 1,800 | .05 | 101 |
| 25-49 | 2,100 | .05 | 95 |
| 25-54 | 2,300 | .05 | 97 |
| MEN TOTAL | 4,000 | .05 | 104 |
| 18-49 | 3,400 | .05 | 103 |
| 18-34 | 2,100 | .05 | 110 |
| 21-49 | 3,000 | .05 | 101 |
| 25-49 | 2,600 | .06 | 98 |
| 25-54 | 2,800 | .06 | 99 |
| TEENS TOTAL | 1,600 | .07 | 86 |
| CHILD TOTAL | 3,100 | .07 | 89 |
| 6-11 | 1,900 | .07 | 88 |

## SACRAMENTO-STOCKTON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,045,700 | 1.14 | 19 |
| PERSONS 2+ | 2,812,200 | 1.17 | 19 |
| 18+ | 2,107,200 | 1.14 | 19 |
| 18-49 | 1,425,600 | 1.18 | 16 |
| 12-24 | 519,500 | 1.13 | 17 |
| 12-34 | 1,022,500 | 1.17 | 16 |
| 18-34 | 786,800 | 1.17 | 17 |
| WOMEN TOTAL | 1,073,500 | 1.12 | 19 |
| 18-49 | 701,700 | 1.16 | 16 |
| 12-24 | 251,100 | 1.12 | 17 |
| 18-34 | 383,700 | 1.15 | 16 |
| 25-49 | 565,200 | 1.18 | 16 |
| 25-54 | 632,800 | 1.17 | 17 |
| MEN TOTAL | 1,033,700 | 1.17 | 18 |
| 18-49 | 723,900 | 1.20 | 17 |
| 18-34 | 403,100 | 1.18 | 17 |
| 21-49 | 665,700 | 1.21 | 16 |
| 25-49 | 576,600 | 1.22 | 16 |
| 25-54 | 641,800 | 1.21 | 16 |
| TEENS TOTAL | 235,700 | 1.17 | 17 |
| CHILD TOTAL | 469,300 | 1.30 | 15 |
| 6-11 | 277,100 | 1.29 | 15 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 52,900 | .53 | 50 |
| PERSONS 2+ | 157,100 | .55 | 50 |
| 18+ | 109,400 | .54 | 50 |
| 18-49 | 84,500 | .58 | 50 |
| 12-24 | 36,800 | .56 | 52 |
| 12-34 | 70,100 | .59 | 49 |
| 18-34 | 53,800 | .61 | 47 |
| WOMEN TOTAL | 51,900 | .48 | 53 |
| 18-49 | 38,900 | .51 | 50 |
| 12-24 | 16,600 | .50 | 55 |
| 18-34 | 24,100 | .53 | 51 |
| 25-49 | 30,000 | .51 | 49 |
| 25-54 | 33,000 | .51 | 50 |
| MEN TOTAL | 57,500 | .62 | 47 |
| 18-49 | 45,600 | .66 | 44 |
| 18-34 | 29,700 | .70 | 40 |
| 21-49 | 41,100 | .67 | 40 |
| 25-49 | 34,000 | .66 | 40 |
| 25-54 | 37,300 | .66 | 41 |
| TEENS TOTAL | 16,300 | .54 | 56 |
| CHILD TOTAL | 31,400 | .59 | 48 |
| 6-11 | 18,000 | .58 | 50 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 115,200 | 1.86 | 15 |
| PERSONS 2+ | 422,100 | 1.90 | 15 |
| 18+ | 280,400 | 1.84 | 14 |
| 18-49 | 222,800 | 1.87 | 14 |
| 12-24 | 102,200 | 1.86 | 15 |
| 12-34 | 189,400 | 1.88 | 15 |
| 18-34 | 143,200 | 1.87 | 13 |
| WOMEN TOTAL | 130,600 | 1.75 | 15 |
| 18-49 | 101,300 | 1.78 | 15 |
| 12-24 | 47,400 | 1.83 | 15 |
| 18-34 | 63,900 | 1.80 | 15 |
| 25-49 | 76,400 | 1.79 | 14 |
| 25-54 | 83,100 | 1.78 | 14 |
| MEN TOTAL | 149,800 | 1.93 | 14 |
| 18-49 | 121,500 | 1.94 | 12 |
| 18-34 | 79,300 | 1.93 | 11 |
| 21-49 | 109,500 | 1.96 | 12 |
| 25-49 | 90,400 | 1.97 | 13 |
| 25-54 | 97,700 | 1.96 | 13 |
| TEENS TOTAL | 46,200 | 1.93 | 15 |
| CHILD TOTAL | 95,500 | 2.06 | 15 |
| 6-11 | 54,900 | 2.06 | 15 |

# ADI MARKETS POPULATION SUMMARY

## ST. JOSEPH

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 48,700 | .05 | 189 |
| PERSONS 2+ | 123,400 | .05 | 192 |
| 18+ | 94,900 | .05 | 191 |
| 18-49 | 55,100 | .05 | 196 |
| 12-24 | 24,400 | .05 | 196 |
| 12-34 | 42,600 | .05 | 194 |
| 18-34 | 32,200 | .05 | 195 |
| WOMEN TOTAL | 51,000 | .05 | 189 |
| 18-49 | 28,000 | .05 | 195 |
| 12-24 | 12,100 | .05 | 193 |
| 18-34 | 16,300 | .05 | 193 |
| 25-49 | 20,900 | .04 | 196 |
| 25-54 | 24,100 | .04 | 195 |
| MEN TOTAL | 43,900 | .05 | 192 |
| 18-49 | 27,100 | .04 | 196 |
| 18-34 | 15,900 | .05 | 196 |
| 21-49 | 24,200 | .04 | 196 |
| 25-49 | 20,200 | .04 | 197 |
| 25-54 | 23,200 | .04 | 195 |
| TEENS TOTAL | 10,400 | .05 | 191 |
| CHILD TOTAL | 18,100 | .05 | 192 |
| 6-11 | 11,100 | .05 | 192 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 900 | .01 | 172 |
| PERSONS 2+ | 2,600 | .01 | 174 |
| 18+ | 1,900 | .01 | 175 |
| 18-49 | 1,400 | .01 | 176 |
| 12-24 | 800 | .01 | 172 |
| 12-34 | 1,300 | .01 | 173 |
| 18-34 | 1,000 | .01 | 176 |
| WOMEN TOTAL | 1,000 | .01 | 168 |
| 18-49 | 700 | .01 | 171 |
| 12-24 | 400 | .01 | 167 |
| 18-34 | 500 | .01 | 169 |
| 25-49 | 400 | .01 | 172 |
| 25-54 | 400 | .01 | 172 |
| MEN TOTAL | 900 | .01 | 180 |
| 18-49 | 700 | .01 | 182 |
| 18-34 | 500 | .01 | 179 |
| 21-49 | 700 | .01 | 177 |
| 25-49 | 500 | .01 | 180 |
| 25-54 | 500 | .01 | 180 |
| TEENS TOTAL | 300 | .01 | 168 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 200 | .01 | 178 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 500 | .01 | 171 |
| PERSONS 2+ | 1,700 | .01 | 184 |
| 18+ | 1,200 | .01 | 178 |
| 18-49 | 900 | .01 | 179 |
| 12-24 | 400 | .01 | 181 |
| 12-34 | 800 | .01 | 178 |
| 18-34 | 600 | .01 | 181 |
| WOMEN TOTAL | 600 | .01 | 170 |
| 18-49 | 400 | .01 | 179 |
| 12-24 | 200 | .01 | 171 |
| 18-34 | 300 | .01 | 171 |
| 25-49 | 300 | .01 | 175 |
| 25-54 | 400 | .01 | 170 |
| MEN TOTAL | 600 | .01 | 184 |
| 18-49 | 500 | .01 | 178 |
| 18-34 | 300 | .01 | 181 |
| 21-49 | 400 | .01 | 179 |
| 25-49 | 400 | .01 | 171 |
| 25-54 | 400 | .01 | 175 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 300 | .01 | 187 |
| 6-11 | 100 | - | 190 |

## ST. LOUIS (MT. VERNON)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,110,900 | 1.21 | 18 |
| PERSONS 2+ | 2,853,900 | 1.18 | 17 |
| 18+ | 2,165,200 | 1.17 | 18 |
| 18-49 | 1,370,900 | 1.13 | 17 |
| 12-24 | 508,300 | 1.11 | 18 |
| 12-34 | 997,400 | 1.14 | 18 |
| 18-34 | 753,600 | 1.12 | 18 |
| WOMEN TOTAL | 1,149,300 | 1.19 | 18 |
| 18-49 | 696,300 | 1.15 | 17 |
| 12-24 | 252,400 | 1.12 | 16 |
| 18-34 | 380,100 | 1.14 | 17 |
| 25-49 | 563,400 | 1.18 | 17 |
| 25-54 | 637,900 | 1.18 | 16 |
| MEN TOTAL | 1,015,900 | 1.15 | 19 |
| 18-49 | 674,600 | 1.12 | 19 |
| 18-34 | 373,500 | 1.10 | 19 |
| 21-49 | 621,500 | 1.13 | 19 |
| 25-49 | 543,000 | 1.15 | 18 |
| 25-54 | 612,600 | 1.16 | 17 |
| TEENS TOTAL | 243,800 | 1.21 | 15 |
| CHILD TOTAL | 444,900 | 1.23 | 16 |
| 6-11 | 266,900 | 1.25 | 16 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 146,900 | 1.48 | 18 |
| PERSONS 2+ | 417,400 | 1.47 | 18 |
| 18+ | 290,300 | 1.44 | 18 |
| 18-49 | 202,100 | 1.39 | 18 |
| 12-24 | 96,300 | 1.46 | 18 |
| 12-34 | 167,300 | 1.42 | 18 |
| 18-34 | 119,800 | 1.36 | 18 |
| WOMEN TOTAL | 162,600 | 1.49 | 18 |
| 18-49 | 109,700 | 1.44 | 18 |
| 12-24 | 48,500 | 1.47 | 18 |
| 18-34 | 63,900 | 1.40 | 18 |
| 25-49 | 84,900 | 1.46 | 18 |
| 25-54 | 95,400 | 1.47 | 18 |
| MEN TOTAL | 127,700 | 1.38 | 18 |
| 18-49 | 92,400 | 1.34 | 18 |
| 18-34 | 55,900 | 1.31 | 18 |
| 21-49 | 81,700 | 1.33 | 18 |
| 25-49 | 68,400 | 1.34 | 18 |
| 25-54 | 76,200 | 1.35 | 18 |
| TEENS TOTAL | 47,500 | 1.58 | 16 |
| CHILD TOTAL | 79,600 | 1.49 | 18 |
| 6-11 | 46,900 | 1.50 | 17 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 9,000 | .14 | 68 |
| PERSONS 2+ | 28,100 | .13 | 73 |
| 18+ | 19,900 | .13 | 66 |
| 18-49 | 15,100 | .13 | 72 |
| 12-24 | 6,900 | .13 | 72 |
| 12-34 | 12,800 | .13 | 72 |
| 18-34 | 9,700 | .13 | 72 |
| WOMEN TOTAL | 9,400 | .13 | 67 |
| 18-49 | 6,900 | .12 | 69 |
| 12-24 | 3,500 | .13 | 68 |
| 18-34 | 4,300 | .12 | 70 |
| 25-49 | 5,300 | .12 | 66 |
| 25-54 | 5,900 | .13 | 68 |
| MEN TOTAL | 10,500 | .14 | 67 |
| 18-49 | 8,200 | .13 | 71 |
| 18-34 | 5,400 | .13 | 71 |
| 21-49 | 7,300 | .13 | 69 |
| 25-49 | 6,000 | .13 | 69 |
| 25-54 | 6,400 | .13 | 69 |
| TEENS TOTAL | 3,100 | .13 | 69 |
| CHILD TOTAL | 5,100 | .11 | 76 |
| 6-11 | 2,700 | .10 | 77 |

## SALINAS-MONTEREY

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 207,900 | .23 | 111 |
| PERSONS 2+ | 601,800 | .25 | 106 |
| 18+ | 457,700 | .25 | 104 |
| 18-49 | 326,600 | .27 | 97 |
| 12-24 | 124,500 | .27 | 101 |
| 12-34 | 237,500 | .27 | 101 |
| 18-34 | 189,000 | .28 | 98 |
| WOMEN TOTAL | 224,800 | .23 | 109 |
| 18-49 | 152,300 | .25 | 103 |
| 12-24 | 56,600 | .25 | 107 |
| 18-34 | 85,700 | .26 | 101 |
| 25-49 | 119,200 | .25 | 101 |
| 25-54 | 131,400 | .24 | 104 |
| MEN TOTAL | 232,900 | .26 | 100 |
| 18-49 | 174,300 | .29 | 93 |
| 18-34 | 103,300 | .30 | 86 |
| 21-49 | 157,000 | .29 | 93 |
| 25-49 | 131,400 | .28 | 94 |
| 25-54 | 143,800 | .27 | 94 |
| TEENS TOTAL | 48,500 | .24 | 112 |
| CHILD TOTAL | 95,600 | .26 | 102 |
| 6-11 | 54,900 | .26 | 106 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 6,800 | .07 | 126 |
| PERSONS 2+ | 23,900 | .08 | 121 |
| 18+ | 17,600 | .09 | 117 |
| 18-49 | 15,000 | .10 | 112 |
| 12-24 | 6,700 | .10 | 116 |
| 12-34 | 13,000 | .11 | 113 |
| 18-34 | 11,100 | .13 | 110 |
| WOMEN TOTAL | 6,700 | .06 | 125 |
| 18-49 | 5,400 | .07 | 123 |
| 12-24 | 2,500 | .08 | 122 |
| 18-34 | 3,900 | .09 | 116 |
| 25-49 | 3,700 | .06 | 126 |
| 25-54 | 4,000 | .06 | 125 |
| MEN TOTAL | 10,900 | .12 | 110 |
| 18-49 | 9,600 | .14 | 106 |
| 18-34 | 7,200 | .17 | 100 |
| 21-49 | 8,500 | .14 | 106 |
| 25-49 | 6,500 | .13 | 105 |
| 25-54 | 6,800 | .12 | 108 |
| TEENS TOTAL | 1,900 | .06 | 128 |
| CHILD TOTAL | 4,400 | .08 | 122 |
| 6-11 | 2,400 | .08 | 124 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 42,400 | .68 | 26 |
| PERSONS 2+ | 180,900 | .81 | 24 |
| 18+ | 118,600 | .78 | 24 |
| 18-49 | 98,400 | .82 | 23 |
| 12-24 | 48,100 | .88 | 23 |
| 12-34 | 86,800 | .86 | 23 |
| 18-34 | 66,200 | .86 | 22 |
| WOMEN TOTAL | 54,200 | .73 | 24 |
| 18-49 | 43,800 | .77 | 23 |
| 12-24 | 21,900 | .84 | 23 |
| 18-34 | 28,900 | .81 | 23 |
| 25-49 | 31,900 | .75 | 24 |
| 25-54 | 34,400 | .74 | 24 |
| MEN TOTAL | 64,400 | .83 | 24 |
| 18-49 | 54,600 | .87 | 22 |
| 18-34 | 37,300 | .91 | 20 |
| 21-49 | 48,500 | .87 | 22 |
| 25-49 | 39,000 | .85 | 22 |
| 25-54 | 41,600 | .83 | 23 |
| TEENS TOTAL | 20,600 | .86 | 22 |
| CHILD TOTAL | 41,700 | .90 | 21 |
| 6-11 | 24,000 | .90 | 21 |

# ADI MARKETS POPULATION SUMMARY

## SALISBURY

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 95,300 | .10 | 163 |
| PERSONS 2+ | 244,700 | .10 | 166 |
| 18+ | 192,400 | .10 | 162 |
| 18-49 | 116,000 | .10 | 168 |
| 12-24 | 42,900 | .09 | 172 |
| 12-34 | 82,500 | .09 | 169 |
| 18-34 | 64,000 | .09 | 167 |
| WOMEN TOTAL | 100,200 | .10 | 163 |
| 18-49 | 57,500 | .10 | 166 |
| 12-24 | 21,300 | .09 | 171 |
| 18-34 | 31,500 | .09 | 167 |
| 25-49 | 45,400 | .09 | 164 |
| 25-54 | 51,600 | .10 | 164 |
| MEN TOTAL | 92,200 | .10 | 164 |
| 18-49 | 58,500 | .10 | 167 |
| 18-34 | 32,500 | .10 | 167 |
| 21-49 | 53,400 | .10 | 166 |
| 25-49 | 46,200 | .10 | 163 |
| 25-54 | 52,100 | .10 | 163 |
| TEENS TOTAL | 18,500 | .09 | 173 |
| CHILD TOTAL | 33,800 | .09 | 173 |
| 6-11 | 19,900 | .09 | 173 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 16,900 | .17 | 93 |
| PERSONS 2+ | 50,500 | .18 | 93 |
| 18+ | 36,500 | .18 | 92 |
| 18-49 | 25,100 | .17 | 95 |
| 12-24 | 11,300 | .17 | 97 |
| 12-34 | 20,300 | .17 | 96 |
| 18-34 | 15,500 | .18 | 96 |
| WOMEN TOTAL | 19,100 | .18 | 92 |
| 18-49 | 12,500 | .16 | 94 |
| 12-24 | 5,700 | .17 | 95 |
| 18-34 | 7,600 | .17 | 95 |
| 25-49 | 9,200 | .16 | 93 |
| 25-54 | 10,300 | .16 | 93 |
| MEN TOTAL | 17,400 | .19 | 91 |
| 18-49 | 12,600 | .18 | 92 |
| 18-34 | 7,900 | .19 | 93 |
| 21-49 | 11,300 | .18 | 91 |
| 25-49 | 9,400 | .18 | 90 |
| 25-54 | 10,200 | .18 | 92 |
| TEENS TOTAL | 4,800 | .16 | 99 |
| CHILD TOTAL | 9,200 | .17 | 97 |
| 6-11 | 5,400 | .17 | 96 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 800 | .01 | 165 |
| PERSONS 2+ | 2,500 | .01 | 164 |
| 18+ | 1,700 | .01 | 164 |
| 18-49 | 1,400 | .01 | 164 |
| 12-24 | 900 | .02 | 154 |
| 12-34 | 1,300 | .01 | 162 |
| 18-34 | 900 | .01 | 166 |
| WOMEN TOTAL | 700 | .01 | 162 |
| 18-49 | 600 | .01 | 164 |
| 12-24 | 300 | .01 | 164 |
| 18-34 | 400 | .01 | 166 |
| 25-49 | 500 | .01 | 158 |
| 25-54 | 500 | .01 | 160 |
| MEN TOTAL | 1,000 | .01 | 165 |
| 18-49 | 800 | .01 | 161 |
| 18-34 | 500 | .01 | 165 |
| 21-49 | 700 | .01 | 161 |
| 25-49 | 400 | .01 | 171 |
| 25-54 | 500 | .01 | 166 |
| TEENS TOTAL | 400 | .02 | 144 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 400 | .02 | 149 |

## SALT LAKE CITY (CEDAR CITY)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 584,600 | .64 | 42 |
| PERSONS 2+ | 1,790,400 | .74 | 34 |
| 18+ | 1,185,500 | .64 | 40 |
| 18-49 | 837,100 | .69 | 36 |
| 12-24 | 417,600 | .91 | 26 |
| 12-34 | 706,600 | .81 | 31 |
| 18-34 | 492,400 | .73 | 36 |
| WOMEN TOTAL | 604,700 | .63 | 43 |
| 18-49 | 416,900 | .69 | 36 |
| 12-24 | 206,300 | .92 | 26 |
| 18-34 | 245,300 | .73 | 36 |
| 25-49 | 314,900 | .66 | 41 |
| 25-54 | 350,500 | .65 | 41 |
| MEN TOTAL | 580,800 | .66 | 39 |
| 18-49 | 420,200 | .70 | 36 |
| 18-34 | 247,100 | .73 | 36 |
| 21-49 | 379,900 | .69 | 36 |
| 25-49 | 318,800 | .68 | 36 |
| 25-54 | 354,300 | .67 | 37 |
| TEENS TOTAL | 214,200 | 1.06 | 20 |
| CHILD TOTAL | 390,700 | 1.08 | 19 |
| 6-11 | 243,600 | 1.14 | 18 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,900 | .04 | 140 |
| PERSONS 2+ | 11,300 | .04 | 142 |
| 18+ | 7,800 | .04 | 144 |
| 18-49 | 6,500 | .04 | 143 |
| 12-24 | 3,200 | .05 | 138 |
| 12-34 | 5,500 | .05 | 142 |
| 18-34 | 4,200 | .05 | 143 |
| WOMEN TOTAL | 2,800 | .03 | 147 |
| 18-49 | 2,200 | .03 | 145 |
| 12-24 | 1,100 | .03 | 145 |
| 18-34 | 1,400 | .03 | 147 |
| 25-49 | 1,600 | .03 | 144 |
| 25-54 | 1,700 | .03 | 144 |
| MEN TOTAL | 5,000 | .05 | 140 |
| 18-49 | 4,300 | .06 | 137 |
| 18-34 | 2,800 | .07 | 137 |
| 21-49 | 3,800 | .06 | 135 |
| 25-49 | 3,000 | .06 | 134 |
| 25-54 | 3,100 | .05 | 136 |
| TEENS TOTAL | 1,300 | .04 | 135 |
| CHILD TOTAL | 2,200 | .04 | 140 |
| 6-11 | 1,100 | .04 | 142 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 26,500 | .43 | 38 |
| PERSONS 2+ | 94,100 | .42 | 36 |
| 18+ | 58,200 | .38 | 39 |
| 18-49 | 46,600 | .39 | 40 |
| 12-24 | 23,400 | .43 | 36 |
| 12-34 | 41,400 | .41 | 36 |
| 18-34 | 30,100 | .39 | 40 |
| WOMEN TOTAL | 27,900 | .37 | 39 |
| 18-49 | 22,300 | .39 | 37 |
| 12-24 | 11,400 | .44 | 34 |
| 18-34 | 14,400 | .40 | 36 |
| 25-49 | 16,400 | .39 | 39 |
| 25-54 | 18,000 | .38 | 39 |
| MEN TOTAL | 30,300 | .39 | 41 |
| 18-49 | 24,300 | .39 | 41 |
| 18-34 | 15,700 | .38 | 40 |
| 21-49 | 21,700 | .39 | 41 |
| 25-49 | 18,100 | .39 | 40 |
| 25-54 | 20,000 | .40 | 40 |
| TEENS TOTAL | 11,300 | .47 | 34 |
| CHILD TOTAL | 24,600 | .53 | 34 |
| 6-11 | 14,500 | .54 | 32 |

## SAN ANGELO

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 48,900 | .05 | 188 |
| PERSONS 2+ | 131,100 | .05 | 189 |
| 18+ | 98,200 | .05 | 189 |
| 18-49 | 61,400 | .05 | 191 |
| 12-24 | 26,100 | .06 | 189 |
| 12-34 | 46,600 | .05 | 190 |
| 18-34 | 35,200 | .05 | 190 |
| WOMEN TOTAL | 51,400 | .05 | 188 |
| 18-49 | 30,500 | .05 | 192 |
| 12-24 | 12,900 | .06 | 189 |
| 18-34 | 17,400 | .05 | 192 |
| 25-49 | 23,200 | .05 | 189 |
| 25-54 | 26,400 | .05 | 189 |
| MEN TOTAL | 46,800 | .05 | 191 |
| 18-49 | 30,900 | .05 | 192 |
| 18-34 | 17,800 | .05 | 192 |
| 21-49 | 27,600 | .05 | 191 |
| 25-49 | 23,500 | .05 | 190 |
| 25-54 | 26,700 | .05 | 190 |
| TEENS TOTAL | 11,400 | .06 | 188 |
| CHILD TOTAL | 21,500 | .06 | 184 |
| 6-11 | 13,100 | .06 | 184 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,500 | .02 | 163 |
| PERSONS 2+ | 4,000 | .01 | 168 |
| 18+ | 2,800 | .01 | 168 |
| 18-49 | 2,000 | .01 | 169 |
| 12-24 | 1,000 | .02 | 169 |
| 12-34 | 1,700 | .01 | 168 |
| 18-34 | 1,300 | .01 | 169 |
| WOMEN TOTAL | 1,400 | .01 | 163 |
| 18-49 | 1,000 | .01 | 163 |
| 12-24 | 500 | .02 | 164 |
| 18-34 | 600 | .01 | 164 |
| 25-49 | 700 | .01 | 161 |
| 25-54 | 700 | .01 | 163 |
| MEN TOTAL | 1,400 | .02 | 170 |
| 18-49 | 1,000 | .01 | 172 |
| 18-34 | 700 | .02 | 173 |
| 21-49 | 900 | .01 | 171 |
| 25-49 | 700 | .01 | 170 |
| 25-54 | 800 | .01 | 170 |
| TEENS TOTAL | 400 | .01 | 163 |
| CHILD TOTAL | 800 | .02 | 163 |
| 6-11 | 500 | .02 | 159 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 10,500 | .17 | 59 |
| PERSONS 2+ | 36,500 | .16 | 59 |
| 18+ | 23,300 | .15 | 61 |
| 18-49 | 17,300 | .14 | 63 |
| 12-24 | 8,400 | .15 | 63 |
| 12-34 | 14,500 | .14 | 64 |
| 18-34 | 10,300 | .13 | 66 |
| WOMEN TOTAL | 11,700 | .16 | 59 |
| 18-49 | 8,500 | .15 | 61 |
| 12-24 | 4,100 | .16 | 60 |
| 18-34 | 5,100 | .14 | 65 |
| 25-49 | 6,400 | .15 | 61 |
| 25-54 | 7,100 | .15 | 61 |
| MEN TOTAL | 11,600 | .15 | 63 |
| 18-49 | 8,800 | .14 | 64 |
| 18-34 | 5,200 | .13 | 73 |
| 21-49 | 8,100 | .14 | 64 |
| 25-49 | 6,700 | .15 | 64 |
| 25-54 | 7,500 | .15 | 62 |
| TEENS TOTAL | 4,200 | .18 | 60 |
| CHILD TOTAL | 9,000 | .19 | 59 |
| 6-11 | 5,500 | .21 | 57 |

# ADI MARKETS POPULATION SUMMARY

## SAN ANTONIO (KERRVILLE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 584,900 | .64 | 41 |
| PERSONS 2+ | 1,644,200 | .68 | 39 |
| 18+ | 1,199,700 | .65 | 39 |
| 18-49 | 799,800 | .66 | 39 |
| 12-24 | 338,100 | .74 | 37 |
| 12-34 | 616,500 | .70 | 37 |
| 18-34 | 456,600 | .68 | 38 |
| WOMEN TOTAL | 628,900 | .65 | 40 |
| 18-49 | 405,300 | .67 | 40 |
| 12-24 | 166,700 | .74 | 36 |
| 18-34 | 228,500 | .68 | 38 |
| 25-49 | 317,300 | .66 | 39 |
| 25-54 | 357,200 | .66 | 39 |
| MEN TOTAL | 570,800 | .65 | 40 |
| 18-49 | 394,500 | .65 | 39 |
| 18-34 | 228,100 | .67 | 38 |
| 21-49 | 355,500 | .65 | 39 |
| 25-49 | 304,300 | .64 | 39 |
| 25-54 | 340,800 | .64 | 39 |
| TEENS TOTAL | 159,900 | .79 | 32 |
| CHILD TOTAL | 284,600 | .79 | 32 |
| 6-11 | 169,200 | .79 | 32 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 34,500 | .35 | 69 |
| PERSONS 2+ | 92,400 | .32 | 70 |
| 18+ | 67,100 | .33 | 69 |
| 18-49 | 47,500 | .33 | 71 |
| 12-24 | 20,500 | .31 | 73 |
| 12-34 | 37,900 | .32 | 71 |
| 18-34 | 29,400 | .33 | 71 |
| WOMEN TOTAL | 35,100 | .32 | 70 |
| 18-49 | 23,900 | .31 | 71 |
| 12-24 | 9,900 | .30 | 75 |
| 18-34 | 14,500 | .32 | 72 |
| 25-49 | 18,200 | .31 | 70 |
| 25-54 | 20,200 | .31 | 70 |
| MEN TOTAL | 32,000 | .35 | 69 |
| 18-49 | 23,600 | .34 | 70 |
| 18-34 | 14,900 | .35 | 69 |
| 21-49 | 20,600 | .34 | 70 |
| 25-49 | 17,300 | .34 | 70 |
| 25-54 | 19,200 | .34 | 70 |
| TEENS TOTAL | 8,500 | .28 | 76 |
| CHILD TOTAL | 16,800 | .32 | 74 |
| 6-11 | 9,800 | .31 | 76 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 234,200 | 3.76 | 6 |
| PERSONS 2+ | 789,600 | 3.55 | 7 |
| 18+ | 530,300 | 3.48 | 7 |
| 18-49 | 384,600 | 3.22 | 7 |
| 12-24 | 186,000 | 3.39 | 7 |
| 12-34 | 323,700 | 3.22 | 7 |
| 18-34 | 231,400 | 3.02 | 7 |
| WOMEN TOTAL | 278,600 | 3.73 | 5 |
| 18-49 | 196,500 | 3.46 | 7 |
| 12-24 | 93,700 | 3.61 | 7 |
| 18-34 | 116,500 | 3.27 | 7 |
| 25-49 | 148,800 | 3.49 | 7 |
| 25-54 | 165,600 | 3.54 | 7 |
| MEN TOTAL | 251,700 | 3.24 | 7 |
| 18-49 | 188,100 | 3.01 | 7 |
| 18-34 | 114,900 | 2.80 | 8 |
| 21-49 | 168,100 | 3.01 | 7 |
| 25-49 | 142,100 | 3.10 | 7 |
| 25-54 | 156,700 | 3.15 | 7 |
| TEENS TOTAL | 92,300 | 3.85 | 4 |
| CHILD TOTAL | 167,000 | 3.61 | 6 |
| 6-11 | 99,300 | 3.73 | 5 |

## SAN DIEGO

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 911,200 | .99 | 25 |
| PERSONS 2+ | 2,481,400 | 1.03 | 22 |
| 18+ | 1,934,600 | 1.05 | 22 |
| 18-49 | 1,369,800 | 1.13 | 18 |
| 12-24 | 519,800 | 1.13 | 16 |
| 12-34 | 1,016,400 | 1.16 | 17 |
| 18-34 | 833,400 | 1.23 | 16 |
| WOMEN TOTAL | 952,200 | .99 | 24 |
| 18-49 | 639,300 | 1.06 | 21 |
| 12-24 | 231,200 | 1.03 | 20 |
| 18-34 | 373,600 | 1.12 | 18 |
| 25-49 | 497,300 | 1.04 | 23 |
| 25-54 | 551,100 | 1.02 | 23 |
| MEN TOTAL | 982,400 | 1.11 | 20 |
| 18-49 | 730,500 | 1.21 | 16 |
| 18-34 | 459,800 | 1.35 | 15 |
| 21-49 | 654,700 | 1.19 | 17 |
| 25-49 | 535,700 | 1.13 | 19 |
| 25-54 | 586,500 | 1.11 | 19 |
| TEENS TOTAL | 183,000 | .91 | 25 |
| CHILD TOTAL | 363,800 | 1.01 | 23 |
| 6-11 | 208,000 | .97 | 23 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 50,600 | .51 | 53 |
| PERSONS 2+ | 149,300 | .52 | 52 |
| 18+ | 107,800 | .54 | 52 |
| 18-49 | 90,000 | .62 | 45 |
| 12-24 | 41,600 | .63 | 47 |
| 12-34 | 76,900 | .65 | 43 |
| 18-34 | 64,100 | .73 | 36 |
| WOMEN TOTAL | 47,900 | .44 | 60 |
| 18-49 | 36,200 | .50 | 52 |
| 12-24 | 16,500 | .50 | 56 |
| 18-34 | 25,700 | .56 | 50 |
| 25-49 | 27,900 | .48 | 53 |
| 25-54 | 30,300 | .47 | 54 |
| MEN TOTAL | 59,900 | .65 | 45 |
| 18-49 | 51,800 | .75 | 33 |
| 18-34 | 38,400 | .90 | 24 |
| 21-49 | 44,300 | .72 | 33 |
| 25-49 | 33,300 | .65 | 44 |
| 25-54 | 35,800 | .63 | 45 |
| TEENS TOTAL | 12,800 | .43 | 61 |
| CHILD TOTAL | 28,700 | .54 | 57 |
| 6-11 | 15,700 | .50 | 59 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 132,800 | 2.13 | 12 |
| PERSONS 2+ | 516,200 | 2.32 | 10 |
| 18+ | 352,900 | 2.32 | 10 |
| 18-49 | 288,500 | 2.42 | 9 |
| 12-24 | 139,700 | 2.54 | 10 |
| 12-34 | 252,500 | 2.51 | 9 |
| 18-34 | 197,500 | 2.58 | 9 |
| WOMEN TOTAL | 170,200 | 2.28 | 11 |
| 18-49 | 134,200 | 2.36 | 10 |
| 12-24 | 63,900 | 2.46 | 10 |
| 18-34 | 88,500 | 2.49 | 9 |
| 25-49 | 97,200 | 2.28 | 11 |
| 25-54 | 105,600 | 2.26 | 11 |
| MEN TOTAL | 182,700 | 2.35 | 9 |
| 18-49 | 154,300 | 2.47 | 9 |
| 18-34 | 109,000 | 2.66 | 9 |
| 21-49 | 135,300 | 2.42 | 9 |
| 25-49 | 106,600 | 2.33 | 9 |
| 25-54 | 114,000 | 2.29 | 9 |
| TEENS TOTAL | 55,000 | 2.29 | 12 |
| CHILD TOTAL | 108,300 | 2.34 | 11 |
| 6-11 | 61,800 | 2.32 | 12 |

## SAN FRANCISCO-OAKLAND-SAN JOSE (SANTA ROSA & VALLEJO)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,208,000 | 2.41 | 5 |
| PERSONS 2+ | 5,741,600 | 2.38 | 5 |
| 18+ | 4,551,600 | 2.47 | 5 |
| 18-49 | 3,131,800 | 2.59 | 5 |
| 12-24 | 994,700 | 2.17 | 6 |
| 12-34 | 2,107,500 | 2.40 | 5 |
| 18-34 | 1,699,200 | 2.52 | 5 |
| WOMEN TOTAL | 2,309,900 | 2.40 | 6 |
| 18-49 | 1,526,800 | 2.53 | 5 |
| 12-24 | 476,100 | 2.12 | 6 |
| 18-34 | 814,100 | 2.43 | 6 |
| 25-49 | 1,249,300 | 2.61 | 5 |
| 25-54 | 1,396,900 | 2.59 | 5 |
| MEN TOTAL | 2,241,700 | 2.54 | 5 |
| 18-49 | 1,605,000 | 2.66 | 5 |
| 18-34 | 885,100 | 2.60 | 5 |
| 21-49 | 1,488,100 | 2.71 | 5 |
| 25-49 | 1,296,100 | 2.75 | 5 |
| 25-54 | 1,443,700 | 2.72 | 5 |
| TEENS TOTAL | 408,300 | 2.02 | 5 |
| CHILD TOTAL | 781,700 | 2.16 | 5 |
| 6-11 | 450,500 | 2.10 | 5 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 178,900 | 1.81 | 13 |
| PERSONS 2+ | 478,300 | 1.68 | 16 |
| 18+ | 353,100 | 1.75 | 14 |
| 18-49 | 260,800 | 1.79 | 14 |
| 12-24 | 101,700 | 1.54 | 16 |
| 12-34 | 196,700 | 1.67 | 16 |
| 18-34 | 153,000 | 1.74 | 15 |
| WOMEN TOTAL | 181,100 | 1.66 | 17 |
| 18-49 | 129,800 | 1.70 | 15 |
| 12-24 | 49,300 | 1.50 | 17 |
| 18-34 | 74,800 | 1.64 | 16 |
| 25-49 | 102,100 | 1.75 | 14 |
| 25-54 | 112,800 | 1.74 | 14 |
| MEN TOTAL | 172,000 | 1.86 | 13 |
| 18-49 | 131,000 | 1.90 | 13 |
| 18-34 | 78,200 | 1.84 | 14 |
| 21-49 | 118,600 | 1.94 | 13 |
| 25-49 | 100,700 | 1.97 | 12 |
| 25-54 | 111,100 | 1.96 | 12 |
| TEENS TOTAL | 43,700 | 1.46 | 18 |
| CHILD TOTAL | 81,500 | 1.53 | 17 |
| 6-11 | 46,600 | 1.49 | 18 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 246,500 | 3.96 | 4 |
| PERSONS 2+ | 897,200 | 4.03 | 4 |
| 18+ | 638,300 | 4.19 | 4 |
| 18-49 | 504,200 | 4.22 | 4 |
| 12-24 | 215,600 | 3.92 | 4 |
| 12-34 | 413,500 | 4.11 | 4 |
| 18-34 | 327,700 | 4.28 | 3 |
| WOMEN TOTAL | 303,300 | 4.06 | 4 |
| 18-49 | 229,800 | 4.04 | 4 |
| 12-24 | 98,300 | 3.79 | 4 |
| 18-34 | 145,100 | 4.08 | 4 |
| 25-49 | 173,200 | 4.07 | 4 |
| 25-54 | 190,100 | 4.06 | 4 |
| MEN TOTAL | 335,000 | 4.32 | 4 |
| 18-49 | 274,400 | 4.39 | 3 |
| 18-34 | 182,600 | 4.45 | 3 |
| 21-49 | 246,400 | 4.41 | 4 |
| 25-49 | 201,200 | 4.39 | 4 |
| 25-54 | 218,100 | 4.38 | 4 |
| TEENS TOTAL | 85,800 | 3.58 | 7 |
| CHILD TOTAL | 173,100 | 3.74 | 5 |
| 6-11 | 98,300 | 3.69 | 6 |

# ADI MARKETS POPULATION SUMMARY

## SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO (OXNARD)

TV HOUSEHOLDS 209,000 .23 109

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 566,900 | .24 | 108 |
| 18+ | 449,700 | .24 | 108 |
| 18-49 | 303,600 | .25 | 105 |
| 12-24 | 121,300 | .26 | 103 |
| 12-34 | 221,900 | .25 | 105 |
| 18-34 | 182,600 | .27 | 100 |
| WOMEN TOTAL | 222,900 | .23 | 110 |
| 18-49 | 142,100 | .24 | 106 |
| 12-24 | 56,500 | .25 | 108 |
| 18-34 | 84,200 | .25 | 102 |
| 25-49 | 104,400 | .22 | 109 |
| 25-54 | 117,300 | .22 | 111 |
| MEN TOTAL | 226,800 | .26 | 103 |
| 18-49 | 161,500 | .27 | 101 |
| 18-34 | 98,400 | .29 | 95 |
| 21-49 | 143,700 | .26 | 101 |
| 25-49 | 117,200 | .25 | 104 |
| 25-54 | 129,600 | .24 | 105 |
| TEENS TOTAL | 39,300 | .19 | 128 |
| CHILD TOTAL | 77,900 | .22 | 118 |
| 6-11 | 45,500 | .21 | 121 |

TV HOUSEHOLDS 4,000 .04 136

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 14,100 | .05 | 136 |
| 18+ | 10,700 | .05 | 131 |
| 18-49 | 8,900 | .06 | 128 |
| 12-24 | 3,700 | .06 | 133 |
| 12-34 | 7,200 | .06 | 128 |
| 18-34 | 6,000 | .07 | 127 |
| WOMEN TOTAL | 3,600 | .03 | 141 |
| 18-49 | 2,800 | .04 | 137 |
| 12-24 | 1,400 | .04 | 136 |
| 18-34 | 1,900 | .04 | 137 |
| 25-49 | 1,900 | .03 | 140 |
| 25-54 | 2,100 | .03 | 140 |
| MEN TOTAL | 7,100 | .08 | 126 |
| 18-49 | 6,100 | .09 | 124 |
| 18-34 | 4,100 | .10 | 121 |
| 21-49 | 5,400 | .09 | 123 |
| 25-49 | 4,500 | .09 | 123 |
| 25-54 | 4,800 | .08 | 125 |
| TEENS TOTAL | 1,200 | .04 | 140 |
| CHILD TOTAL | 2,200 | .04 | 140 |
| 6-11 | 1,300 | .04 | 137 |

TV HOUSEHOLDS 31,200 .50 32

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 125,200 | .56 | 29 |
| 18+ | 87,100 | .57 | 28 |
| 18-49 | 71,200 | .60 | 28 |
| 12-24 | 33,800 | .62 | 27 |
| 12-34 | 61,400 | .61 | 28 |
| 18-34 | 48,900 | .64 | 26 |
| WOMEN TOTAL | 38,300 | .51 | 29 |
| 18-49 | 30,100 | .53 | 29 |
| 12-24 | 15,100 | .58 | 29 |
| 18-34 | 20,400 | .57 | 28 |
| 25-49 | 21,000 | .49 | 31 |
| 25-54 | 22,800 | .49 | 30 |
| MEN TOTAL | 48,800 | .63 | 26 |
| 18-49 | 41,100 | .66 | 25 |
| 18-34 | 28,500 | .70 | 25 |
| 21-49 | 36,500 | .65 | 25 |
| 25-49 | 28,900 | .63 | 27 |
| 25-54 | 31,000 | .62 | 27 |
| TEENS TOTAL | 12,500 | .52 | 32 |
| CHILD TOTAL | 25,600 | .55 | 32 |
| 6-11 | 14,500 | .54 | 32 |

## SARASOTA

TV HOUSEHOLDS 129,300 .14 154

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 279,800 | .12 | 157 |
| 18+ | 240,000 | .13 | 155 |
| 18-49 | 100,400 | .08 | 173 |
| 12-24 | 31,600 | .07 | 183 |
| 12-34 | 64,700 | .07 | 176 |
| 18-34 | 50,200 | .07 | 177 |
| WOMEN TOTAL | 129,900 | .13 | 154 |
| 18-49 | 51,100 | .08 | 173 |
| 12-24 | 15,500 | .07 | 183 |
| 18-34 | 25,000 | .07 | 176 |
| 25-49 | 42,700 | .09 | 169 |
| 25-54 | 49,800 | .09 | 166 |
| MEN TOTAL | 110,100 | .12 | 155 |
| 18-49 | 49,300 | .08 | 173 |
| 18-34 | 25,200 | .07 | 176 |
| 21-49 | 45,700 | .08 | 173 |
| 25-49 | 40,600 | .09 | 172 |
| 25-54 | 46,700 | .09 | 170 |
| TEENS TOTAL | 14,500 | .07 | 183 |
| CHILD TOTAL | 25,300 | .07 | 182 |
| 6-11 | 14,800 | .07 | 183 |

TV HOUSEHOLDS 4,000 .04 138

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 11,400 | .04 | 141 |
| 18+ | 7,800 | .04 | 144 |
| 18-49 | 5,100 | .04 | 150 |
| 12-24 | 2,600 | .04 | 147 |
| 12-34 | 4,400 | .04 | 151 |
| 18-34 | 3,100 | .04 | 151 |
| WOMEN TOTAL | 4,400 | .04 | 137 |
| 18-49 | 2,800 | .04 | 137 |
| 12-24 | 1,300 | .04 | 139 |
| 18-34 | 1,700 | .04 | 139 |
| 25-49 | 2,100 | .04 | 138 |
| 25-54 | 2,500 | .04 | 138 |
| MEN TOTAL | 3,400 | .04 | 151 |
| 18-49 | 2,300 | .03 | 154 |
| 18-34 | 1,400 | .03 | 156 |
| 21-49 | 2,000 | .03 | 154 |
| 25-49 | 1,700 | .03 | 152 |
| 25-54 | 2,000 | .04 | 151 |
| TEENS TOTAL | 1,300 | .04 | 135 |
| CHILD TOTAL | 2,300 | .04 | 138 |
| 6-11 | 1,300 | .04 | 137 |

TV HOUSEHOLDS 2,100 .03 118

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 6,100 | .03 | 127 |
| 18+ | 4,700 | .03 | 125 |
| 18-49 | 3,100 | .03 | 133 |
| 12-24 | 1,300 | .02 | 138 |
| 12-34 | 2,300 | .02 | 143 |
| 18-34 | 1,800 | .02 | 142 |
| WOMEN TOTAL | 2,300 | .03 | 118 |
| 18-49 | 1,400 | .02 | 131 |
| 12-24 | 600 | .02 | 134 |
| 18-34 | 800 | .02 | 136 |
| 25-49 | 1,100 | .03 | 125 |
| 25-54 | 1,300 | .03 | 122 |
| MEN TOTAL | 2,400 | .03 | 131 |
| 18-49 | 1,700 | .03 | 135 |
| 18-34 | 1,000 | .02 | 140 |
| 21-49 | 1,500 | .03 | 136 |
| 25-49 | 1,200 | .03 | 133 |
| 25-54 | 1,300 | .03 | 133 |
| TEENS TOTAL | 500 | .02 | 136 |
| CHILD TOTAL | 900 | .02 | 140 |
| 6-11 | 500 | .02 | 141 |

## SAVANNAH

TV HOUSEHOLDS 232,000 .25 101

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 635,700 | .26 | 100 |
| 18+ | 475,500 | .26 | 100 |
| 18-49 | 320,800 | .27 | 100 |
| 12-24 | 140,400 | .31 | 92 |
| 12-34 | 249,700 | .28 | 95 |
| 18-34 | 192,700 | .29 | 93 |
| WOMEN TOTAL | 244,700 | .25 | 99 |
| 18-49 | 157,100 | .26 | 100 |
| 12-24 | 65,900 | .29 | 97 |
| 18-34 | 92,000 | .28 | 97 |
| 25-49 | 119,100 | .25 | 102 |
| 25-54 | 134,000 | .25 | 101 |
| MEN TOTAL | 230,800 | .26 | 101 |
| 18-49 | 163,700 | .27 | 98 |
| 18-34 | 100,700 | .30 | 92 |
| 21-49 | 144,100 | .26 | 100 |
| 25-49 | 118,300 | .25 | 103 |
| 25-54 | 132,300 | .25 | 103 |
| TEENS TOTAL | 57,000 | .28 | 96 |
| CHILD TOTAL | 103,200 | .29 | 94 |
| 6-11 | 60,400 | .28 | 97 |

TV HOUSEHOLDS 65,300 .69 43

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 200,400 | .70 | 40 |
| 18+ | 136,800 | .68 | 41 |
| 18-49 | 97,700 | .67 | 41 |
| 12-24 | 49,200 | .74 | 37 |
| 12-34 | 84,000 | .71 | 37 |
| 18-34 | 61,500 | .70 | 39 |
| WOMEN TOTAL | 73,400 | .67 | 42 |
| 18-49 | 50,100 | .66 | 43 |
| 12-24 | 24,200 | .73 | 37 |
| 18-34 | 30,600 | .67 | 42 |
| 25-49 | 37,300 | .64 | 43 |
| 25-54 | 40,800 | .63 | 43 |
| MEN TOTAL | 63,400 | .69 | 37 |
| 18-49 | 47,600 | .69 | 39 |
| 18-34 | 30,900 | .73 | 34 |
| 21-49 | 41,600 | .68 | 38 |
| 25-49 | 33,700 | .66 | 43 |
| 25-54 | 36,800 | .65 | 43 |
| TEENS TOTAL | 22,500 | .75 | 37 |
| CHILD TOTAL | 41,100 | .77 | 36 |
| 6-11 | 24,200 | .77 | 36 |

TV HOUSEHOLDS 2,900 .05 103

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 11,600 | .05 | 98 |
| 18+ | 7,800 | .05 | 98 |
| 18-49 | 7,100 | .06 | 96 |
| 12-24 | 3,600 | .07 | 92 |
| 12-34 | 6,300 | .06 | 93 |
| 18-34 | 5,200 | .07 | 90 |
| WOMEN TOTAL | 2,900 | .04 | 109 |
| 18-49 | 2,500 | .04 | 104 |
| 12-24 | 1,700 | .05 | 100 |
| 18-34 | 1,900 | .05 | 96 |
| 25-49 | 1,600 | .04 | 108 |
| 25-54 | 1,900 | .04 | 106 |
| MEN TOTAL | 4,900 | .06 | 96 |
| 18-49 | 4,600 | .07 | 87 |
| 18-34 | 3,300 | .08 | 86 |
| 21-49 | 4,000 | .07 | 88 |
| 25-49 | 3,000 | .07 | 92 |
| 25-54 | 3,000 | .06 | 95 |
| TEENS TOTAL | 1,100 | .05 | 100 |
| CHILD TOTAL | 2,700 | .06 | 93 |
| 6-11 | 1,300 | .05 | 97 |

## SEATTLE-TACOMA (BELLINGHAM & WENATCHEE)

TV HOUSEHOLDS 1,379,400 1.50 14

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 3,432,200 | 1.42 | 14 |
| 18+ | 2,647,500 | 1.43 | 14 |
| 18-49 | 1,806,200 | 1.50 | 13 |
| 12-24 | 605,100 | 1.32 | 14 |
| 12-34 | 1,233,600 | 1.41 | 14 |
| 18-34 | 958,900 | 1.43 | 13 |
| WOMEN TOTAL | 1,347,800 | 1.40 | 15 |
| 18-49 | 890,000 | 1.47 | 14 |
| 12-24 | 293,200 | 1.31 | 14 |
| 18-34 | 473,300 | 1.41 | 14 |
| 25-49 | 725,800 | 1.52 | 13 |
| 25-54 | 807,400 | 1.50 | 14 |
| MEN TOTAL | 1,299,700 | 1.47 | 14 |
| 18-49 | 916,200 | 1.52 | 12 |
| 18-34 | 495,600 | 1.45 | 13 |
| 21-49 | 847,600 | 1.54 | 12 |
| 25-49 | 740,000 | 1.57 | 12 |
| 25-54 | 823,600 | 1.55 | 12 |
| TEENS TOTAL | 264,700 | 1.31 | 14 |
| CHILD TOTAL | 520,000 | 1.44 | 14 |
| 6-11 | 306,200 | 1.43 | 14 |

TV HOUSEHOLDS 47,300 .48 57

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 129,600 | .46 | 60 |
| 18+ | 90,600 | .45 | 57 |
| 18-49 | 72,400 | .50 | 53 |
| 12-24 | 30,700 | .46 | 60 |
| 12-34 | 58,300 | .49 | 53 |
| 18-34 | 45,800 | .52 | 52 |
| WOMEN TOTAL | 41,200 | .38 | 64 |
| 18-49 | 32,100 | .42 | 63 |
| 12-24 | 13,700 | .42 | 64 |
| 18-34 | 20,100 | .44 | 58 |
| 25-49 | 24,300 | .42 | 62 |
| 25-54 | 26,200 | .40 | 63 |
| MEN TOTAL | 49,400 | .53 | 52 |
| 18-49 | 40,300 | .58 | 48 |
| 18-34 | 25,700 | .60 | 47 |
| 21-49 | 38,200 | .59 | 48 |
| 25-49 | 29,900 | .55 | 49 |
| 25-54 | 32,300 | .57 | 50 |
| TEENS TOTAL | 12,500 | .42 | 64 |
| CHILD TOTAL | 26,500 | .50 | 59 |
| 6-11 | 14,900 | .48 | 62 |

TV HOUSEHOLDS 32,700 .53 30

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 110,500 | .50 | 31 |
| 18+ | 73,800 | .48 | 31 |
| 18-49 | 61,900 | .52 | 29 |
| 12-24 | 27,600 | .50 | 32 |
| 12-34 | 52,000 | .52 | 31 |
| 18-34 | 40,600 | .53 | 29 |
| WOMEN TOTAL | 34,100 | .46 | 33 |
| 18-49 | 28,200 | .50 | 31 |
| 12-24 | 12,900 | .48 | 32 |
| 18-34 | 17,900 | .50 | 31 |
| 25-49 | 21,100 | .50 | 30 |
| 25-54 | 22,800 | .49 | 30 |
| MEN TOTAL | 39,500 | .51 | 29 |
| 18-49 | 33,700 | .54 | 29 |
| 18-34 | 22,700 | .55 | 29 |
| 21-49 | 30,200 | .54 | 29 |
| 25-49 | 24,600 | .54 | 29 |
| 25-54 | 26,600 | .53 | 29 |
| TEENS TOTAL | 11,400 | .48 | 33 |
| CHILD TOTAL | 25,500 | .55 | 33 |
| 6-11 | 14,000 | .53 | 34 |

## SHREVEPORT-TEXARKANA

TV HOUSEHOLDS 362,600 .40 71

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 958,800 | .40 | 65 |
| 18+ | 709,500 | .38 | 72 |
| 18-49 | 429,400 | .36 | 74 |
| 12-24 | 182,500 | .40 | 69 |
| 12-34 | 325,900 | .37 | 72 |
| 18-34 | 233,600 | .35 | 77 |
| WOMEN TOTAL | 379,500 | .39 | 68 |
| 18-49 | 219,300 | .36 | 72 |
| 12-24 | 91,000 | .41 | 67 |
| 18-34 | 118,700 | .35 | 75 |
| 25-49 | 173,900 | .36 | 73 |
| 25-54 | 199,400 | .37 | 72 |
| MEN TOTAL | 330,000 | .37 | 72 |
| 18-49 | 210,100 | .35 | 74 |
| 18-34 | 114,900 | .34 | 79 |
| 21-49 | 190,200 | .35 | 75 |
| 25-49 | 168,300 | .35 | 75 |
| 25-54 | 188,700 | .36 | 75 |
| TEENS TOTAL | 92,300 | .46 | 64 |
| CHILD TOTAL | 157,000 | .43 | 64 |
| 6-11 | 96,700 | .45 | 62 |

TV HOUSEHOLDS 91,700 .93 24

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 265,600 | .94 | 24 |
| 18+ | 180,900 | .90 | 24 |
| 18-49 | 118,700 | .82 | 27 |
| 12-24 | 61,700 | .93 | 24 |
| 12-34 | 102,100 | .88 | 25 |
| 18-34 | 70,200 | .80 | 30 |
| WOMEN TOTAL | 101,700 | .93 | 24 |
| 18-49 | 64,600 | .85 | 27 |
| 12-24 | 31,600 | .96 | 24 |
| 18-34 | 37,600 | .83 | 27 |
| 25-49 | 48,900 | .84 | 27 |
| 25-54 | 54,700 | .84 | 26 |
| MEN TOTAL | 79,200 | .88 | 26 |
| 18-49 | 54,100 | .78 | 32 |
| 18-34 | 32,600 | .77 | 32 |
| 21-49 | 47,500 | .78 | 32 |
| 25-49 | 40,000 | .74 | 31 |
| 25-54 | 44,600 | .79 | 30 |
| TEENS TOTAL | 31,900 | 1.06 | 23 |
| CHILD TOTAL | 55,700 | 1.04 | 23 |
| 6-11 | 34,100 | 1.09 | 22 |

TV HOUSEHOLDS 4,600 .07 87

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 17,200 | .08 | 82 |
| 18+ | 11,400 | .07 | 83 |
| 18-49 | 9,400 | .08 | 84 |
| 12-24 | 3,900 | .07 | 85 |
| 12-34 | 8,500 | .08 | 83 |
| 18-34 | 6,700 | .09 | 82 |
| WOMEN TOTAL | 4,500 | .06 | 89 |
| 18-49 | 3,400 | .07 | 87 |
| 12-24 | 1,600 | .06 | 91 |
| 18-34 | 2,600 | .07 | 85 |
| 25-49 | 3,200 | .08 | 81 |
| 25-54 | 3,400 | .07 | 82 |
| MEN TOTAL | 6,900 | .09 | 79 |
| 18-49 | 5,600 | .09 | 81 |
| 18-34 | 4,100 | .10 | 78 |
| 21-49 | 5,100 | .09 | 78 |
| 25-49 | 4,100 | .09 | 78 |
| 25-54 | 4,600 | .09 | 78 |
| TEENS TOTAL | 1,800 | .08 | 83 |
| CHILD TOTAL | 4,000 | .09 | 81 |
| 6-11 | 2,500 | .09 | 80 |

## SIOUX CITY

TV HOUSEHOLDS 151,900 .17 137

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 396,900 | .16 | 137 |
| 18+ | 294,700 | .16 | 141 |
| 18-49 | 171,400 | .14 | 146 |
| 12-24 | 73,600 | .16 | 144 |
| 12-34 | 131,000 | .15 | 146 |
| 18-34 | 94,800 | .14 | 145 |
| WOMEN TOTAL | 154,800 | .16 | 139 |
| 18-49 | 84,900 | .14 | 147 |
| 12-24 | 35,800 | .15 | 142 |
| 18-34 | 45,700 | .14 | 146 |
| 25-49 | 65,700 | .14 | 145 |
| 25-54 | 76,300 | .14 | 145 |
| MEN TOTAL | 139,900 | .16 | 142 |
| 18-49 | 86,500 | .14 | 145 |
| 18-34 | 48,100 | .14 | 143 |
| 21-49 | 77,800 | .14 | 146 |
| 25-49 | 67,300 | .14 | 144 |
| 25-54 | 76,000 | .14 | 144 |
| TEENS TOTAL | 36,200 | .18 | 137 |
| CHILD TOTAL | 66,000 | .18 | 134 |
| 6-11 | 40,600 | .19 | 135 |

TV HOUSEHOLDS 700 .01 177

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 2,400 | .01 | 176 |
| 18+ | 1,700 | .01 | 176 |
| 18-49 | 1,400 | .01 | 176 |
| 12-24 | 700 | .01 | 178 |
| 12-34 | 1,200 | .01 | 179 |
| 18-34 | 900 | .01 | 179 |
| WOMEN TOTAL | 600 | .01 | 176 |
| 18-49 | 500 | .01 | 178 |
| 12-24 | 300 | .01 | 173 |
| 18-34 | 300 | .01 | 175 |
| 25-49 | 300 | .01 | 175 |
| 25-54 | 300 | - | 176 |
| MEN TOTAL | 1,100 | .01 | 175 |
| 18-49 | 900 | .01 | 177 |
| 18-34 | 600 | .01 | 176 |
| 21-49 | 800 | .01 | 174 |
| 25-49 | 700 | .01 | 170 |
| 25-54 | 800 | .01 | 170 |
| TEENS TOTAL | 300 | .01 | 168 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 200 | .01 | 178 |

TV HOUSEHOLDS 1,400 .02 136

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 5,300 | .02 | 140 |
| 18+ | 3,500 | .02 | 139 |
| 18-49 | 3,100 | .03 | 133 |
| 12-24 | 1,300 | .02 | 138 |
| 12-34 | 2,500 | .02 | 139 |
| 18-34 | 2,300 | .03 | 129 |
| WOMEN TOTAL | 1,200 | .02 | 144 |
| 18-49 | 1,100 | .02 | 140 |
| 12-24 | 500 | .02 | 142 |
| 18-34 | 800 | .02 | 136 |
| 25-49 | 700 | .02 | 146 |
| 25-54 | 700 | .01 | 148 |
| MEN TOTAL | 2,300 | .03 | 132 |
| 18-49 | 2,000 | .03 | 130 |
| 18-34 | 1,500 | .04 | 126 |
| 21-49 | 1,800 | .03 | 126 |
| 25-49 | 1,300 | .03 | 129 |
| 25-54 | 1,400 | .03 | 130 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 1,600 | .03 | 117 |
| 6-11 | 900 | .03 | 113 |

# ADI MARKETS POPULATION SUMMARY

## SIOUX FALLS-MITCHELL

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 215,600 | .24 | 105 |
| PERSONS 2+ | 562,900 | .23 | 109 |
| 18+ | 418,500 | .23 | 110 |
| 18-49 | 245,200 | .20 | 116 |
| 12-24 | 100,600 | .22 | 116 |
| 12-34 | 165,900 | .21 | 115 |
| 18-34 | 135,100 | .20 | 117 |
| WOMEN TOTAL | 217,600 | .23 | 111 |
| 18-49 | 121,300 | .20 | 116 |
| 12-24 | 49,500 | .22 | 117 |
| 18-34 | 67,100 | .20 | 117 |
| 25-49 | 96,400 | .20 | 114 |
| 25-54 | 110,100 | .20 | 114 |
| MEN TOTAL | 200,900 | .23 | 111 |
| 18-49 | 123,900 | .21 | 116 |
| 18-34 | 68,000 | .20 | 117 |
| 21-49 | 113,100 | .21 | 114 |
| 25-49 | 99,000 | .21 | 113 |
| 25-54 | 111,300 | .21 | 113 |
| TEENS TOTAL | 60,800 | .25 | 106 |
| CHILD TOTAL | 93,600 | .26 | 103 |
| 6-11 | 57,800 | .27 | 101 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 300 | - | 186 |
| PERSONS 2+ | 1,100 | - | 191 |
| 18+ | 800 | - | 192 |
| 18-49 | 800 | .01 | 188 |
| 12-24 | 200 | - | 195 |
| 12-34 | 600 | .01 | 188 |
| 18-34 | 500 | .01 | 188 |
| WOMEN TOTAL | 200 | - | 189 |
| 18-49 | 200 | - | 188 |
| 12-24 | 100 | - | 187 |
| 18-34 | 100 | - | 189 |
| 25-49 | 100 | - | 190 |
| 25-54 | 100 | - | 191 |
| MEN TOTAL | 600 | .01 | 187 |
| 18-49 | 600 | .01 | 184 |
| 18-34 | 400 | .01 | 186 |
| 21-49 | 600 | .01 | 182 |
| 25-49 | 600 | .01 | 176 |
| 25-54 | 600 | .01 | 177 |
| TEENS TOTAL | 100 | - | 187 |
| CHILD TOTAL | 200 | - | 188 |
| 6-11 | | | 194 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 300 | - | 188 |
| PERSONS 2+ | 1,600 | .01 | 187 |
| 18+ | 1,000 | .01 | 186 |
| 18-49 | 600 | .01 | 192 |
| 12-24 | 300 | .01 | 188 |
| 12-34 | 700 | .01 | 183 |
| 18-34 | 400 | .01 | 189 |
| WOMEN TOTAL | 300 | - | 194 |
| 18-49 | 300 | .01 | 187 |
| 12-24 | 100 | - | 186 |
| 18-34 | 200 | .01 | 184 |
| 25-49 | 300 | .01 | 175 |
| 25-54 | 300 | .01 | 176 |
| MEN TOTAL | 700 | .01 | 179 |
| 18-49 | 300 | - | 191 |
| 18-34 | 200 | - | 188 |
| 21-49 | 300 | .01 | 188 |
| 25-49 | 300 | .01 | 181 |
| 25-54 | 300 | .01 | 184 |
| TEENS TOTAL | 300 | .01 | 153 |
| CHILD TOTAL | 300 | .01 | 187 |
| 6-11 | 100 | - | 190 |

## SOUTH BEND-ELKHART

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 295,000 | .32 | 86 |
| PERSONS 2+ | 776,100 | .32 | 85 |
| 18+ | 581,900 | .32 | 86 |
| 18-49 | 370,400 | .31 | 83 |
| 12-24 | 150,800 | .33 | 88 |
| 12-34 | 273,900 | .31 | 88 |
| 18-34 | 203,600 | .30 | 88 |
| WOMEN TOTAL | 305,500 | .32 | 84 |
| 18-49 | 186,800 | .31 | 83 |
| 12-24 | 74,700 | .33 | 87 |
| 18-34 | 102,300 | .31 | 86 |
| 25-49 | 146,400 | .31 | 82 |
| 25-54 | 165,900 | .31 | 83 |
| MEN TOTAL | 276,400 | .31 | 88 |
| 18-49 | 183,600 | .30 | 85 |
| 18-34 | 101,300 | .30 | 90 |
| 21-49 | 166,000 | .30 | 84 |
| 25-49 | 143,500 | .30 | 82 |
| 25-54 | 161,800 | .31 | 83 |
| TEENS TOTAL | 70,300 | .35 | 83 |
| CHILD TOTAL | 123,900 | .34 | 79 |
| 6-11 | 74,400 | .35 | 79 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 20,200 | .20 | 86 |
| PERSONS 2+ | 57,900 | .20 | 88 |
| 18+ | 37,900 | .19 | 88 |
| 18-49 | 26,500 | .18 | 89 |
| 12-24 | 14,400 | .22 | 87 |
| 12-34 | 23,400 | .20 | 89 |
| 18-34 | 16,100 | .18 | 92 |
| WOMEN TOTAL | 21,300 | .20 | 85 |
| 18-49 | 14,900 | .20 | 85 |
| 12-24 | 7,500 | .23 | 85 |
| 18-34 | 9,100 | .20 | 85 |
| 25-49 | 11,000 | .19 | 87 |
| 25-54 | 12,200 | .19 | 87 |
| MEN TOTAL | 16,600 | .18 | 95 |
| 18-49 | 11,600 | .17 | 97 |
| 18-34 | 7,000 | .16 | 101 |
| 21-49 | 10,100 | .16 | 97 |
| 25-49 | 8,400 | .16 | 97 |
| 25-54 | 9,400 | .17 | 97 |
| TEENS TOTAL | 7,300 | .24 | 84 |
| CHILD TOTAL | 12,700 | .24 | 84 |
| 6-11 | 7,500 | .24 | 85 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,800 | .06 | 94 |
| PERSONS 2+ | 14,600 | .07 | 92 |
| 18+ | 9,300 | .06 | 93 |
| 18-49 | 7,600 | .06 | 92 |
| 12-24 | 3,700 | .07 | 89 |
| 12-34 | 6,600 | .07 | 90 |
| 18-34 | 5,100 | .07 | 92 |
| WOMEN TOTAL | 4,200 | .06 | 92 |
| 18-49 | 3,400 | .06 | 91 |
| 12-24 | 1,700 | .07 | 87 |
| 18-34 | 2,200 | .06 | 91 |
| 25-49 | 2,500 | .06 | 90 |
| 25-54 | 2,800 | .06 | 90 |
| MEN TOTAL | 5,100 | .07 | 95 |
| 18-49 | 4,200 | .07 | 92 |
| 18-34 | 2,900 | .07 | 92 |
| 21-49 | 3,600 | .06 | 95 |
| 25-49 | 2,900 | .06 | 93 |
| 25-54 | 3,000 | .06 | 95 |
| TEENS TOTAL | 1,500 | .06 | 88 |
| CHILD TOTAL | 3,800 | .08 | 85 |
| 6-11 | 2,500 | .09 | 80 |

## SPOKANE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 310,000 | .34 | 80 |
| PERSONS 2+ | 791,800 | .33 | 79 |
| 18+ | 594,000 | .32 | 84 |
| 18-49 | 378,400 | .31 | 81 |
| 12-24 | 154,500 | .34 | 84 |
| 12-34 | 274,500 | .31 | 87 |
| 18-34 | 202,900 | .30 | 89 |
| WOMEN TOTAL | 304,400 | .32 | 85 |
| 18-49 | 188,100 | .31 | 81 |
| 12-24 | 74,600 | .33 | 88 |
| 18-34 | 100,500 | .30 | 89 |
| 25-49 | 148,000 | .31 | 79 |
| 25-54 | 167,700 | .31 | 80 |
| MEN TOTAL | 289,600 | .33 | 80 |
| 18-49 | 190,300 | .32 | 81 |
| 18-34 | 102,400 | .30 | 87 |
| 21-49 | 171,800 | .31 | 81 |
| 25-49 | 147,500 | .31 | 80 |
| 25-54 | 167,100 | .32 | 80 |
| TEENS TOTAL | 71,600 | .35 | 81 |
| CHILD TOTAL | 126,200 | .35 | 77 |
| 6-11 | 77,200 | .36 | 77 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,000 | .02 | 155 |
| PERSONS 2+ | 6,500 | .02 | 159 |
| 18+ | 4,400 | .02 | 161 |
| 18-49 | 3,200 | .02 | 160 |
| 12-24 | 1,700 | .03 | 159 |
| 12-34 | 2,800 | .02 | 160 |
| 18-34 | 2,200 | .02 | 157 |
| WOMEN TOTAL | 1,600 | .01 | 158 |
| 18-49 | 1,100 | .01 | 158 |
| 12-24 | 700 | .02 | 158 |
| 18-34 | 800 | .02 | 157 |
| 25-49 | 700 | .01 | 161 |
| 25-54 | 800 | .01 | 161 |
| MEN TOTAL | 2,800 | .03 | 158 |
| 18-49 | 2,100 | .03 | 156 |
| 18-34 | 1,400 | .03 | 156 |
| 21-49 | 1,900 | .03 | 155 |
| 25-49 | 1,400 | .03 | 158 |
| 25-54 | 1,700 | .03 | 155 |
| TEENS TOTAL | 600 | .02 | 156 |
| CHILD TOTAL | 1,500 | .03 | 147 |
| 6-11 | 800 | .03 | 148 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 7,700 | .12 | 71 |
| PERSONS 2+ | 29,400 | .13 | 69 |
| 18+ | 18,000 | .12 | 71 |
| 18-49 | 15,700 | .13 | 66 |
| 12-24 | 7,700 | .14 | 69 |
| 12-34 | 13,400 | .13 | 69 |
| 18-34 | 10,300 | .13 | 66 |
| WOMEN TOTAL | 8,100 | .11 | 72 |
| 18-49 | 6,900 | .12 | 69 |
| 12-24 | 3,600 | .14 | 65 |
| 18-34 | 4,400 | .12 | 69 |
| 25-49 | 4,900 | .12 | 71 |
| 25-54 | 5,200 | .11 | 71 |
| MEN TOTAL | 10,400 | .13 | 68 |
| 18-49 | 8,800 | .14 | 64 |
| 18-34 | 5,900 | .14 | 64 |
| 21-49 | 7,600 | .14 | 67 |
| 25-49 | 6,200 | .14 | 67 |
| 25-54 | 6,700 | .13 | 67 |
| TEENS TOTAL | 3,100 | .13 | 69 |
| CHILD TOTAL | 7,800 | .17 | 62 |
| 6-11 | 4,400 | .17 | 62 |

# ADI MARKETS POPULATION SUMMARY

## SPRINGFIELD, MA

| | ALL POP IN TVHH & GROUP QUARTERS | ALL PCT OF US | ALL ADI RANK | BLACK POP IN TVHH & GROUP QUARTERS | BLACK PCT OF US | BLACK ADI RANK | HISPANIC POP IN TVHH & GROUP QUARTERS | HISPANIC PCT OF US | HISPANIC ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 247,700 | .27 | 95 | 12,000 | .12 | 108 | 15,600 | .25 | 49 |
| PERSONS 2+ | 661,800 | .27 | 97 | 34,900 | .12 | 108 | 52,000 | .23 | 49 |
| 18+ | 510,600 | .28 | 95 | 23,700 | .12 | 107 | 30,800 | .20 | 52 |
| 18-49 | 332,400 | .28 | 95 | 18,200 | .13 | 108 | 25,800 | .22 | 50 |
| 12-24 | 135,100 | .29 | 97 | 9,200 | .14 | 108 | 14,300 | .26 | 48 |
| 12-34 | 241,900 | .28 | 98 | 15,500 | .13 | 108 | 24,000 | .24 | 48 |
| 18-34 | 192,100 | .28 | 95 | 11,600 | .13 | 108 | 17,200 | .22 | 49 |
| WOMEN TOTAL | 273,500 | .28 | 92 | 13,000 | .12 | 106 | 17,000 | .23 | 49 |
| 18-49 | 171,100 | .28 | 93 | 9,800 | .13 | 106 | 14,300 | .25 | 49 |
| 12-24 | 69,200 | .31 | 91 | 4,800 | .15 | 105 | 7,500 | .29 | 46 |
| 18-34 | 99,500 | .30 | 90 | 6,200 | .14 | 105 | 9,600 | .27 | 48 |
| 25-49 | 126,100 | .26 | 95 | 7,000 | .12 | 106 | 10,100 | .24 | 49 |
| 25-54 | 141,100 | .26 | 96 | 7,700 | .12 | 106 | 10,900 | .23 | 49 |
| MEN TOTAL | 237,100 | .27 | 98 | 10,700 | .12 | 112 | 13,800 | .18 | 57 |
| 18-49 | 161,300 | .27 | 102 | 8,400 | .12 | 111 | 11,500 | .18 | 58 |
| 18-34 | 92,600 | .27 | 101 | 5,400 | .13 | 112 | 7,600 | .19 | 58 |
| 21-49 | 143,400 | .26 | 102 | 7,300 | .12 | 112 | 10,000 | .18 | 59 |
| 25-49 | 121,000 | .26 | 99 | 5,900 | .12 | 111 | 8,200 | .18 | 57 |
| 25-54 | 134,700 | .25 | 101 | 6,400 | .11 | 111 | 8,900 | .18 | 57 |
| TEENS TOTAL | 49,800 | .25 | 109 | 3,900 | .13 | 111 | 6,800 | .28 | 46 |
| CHILD TOTAL | 91,400 | .25 | 107 | 7,300 | .14 | 106 | 14,400 | .31 | 45 |
| 6-11 | 53,900 | .25 | 111 | 4,200 | .13 | 107 | 8,200 | .31 | 46 |

## SPRINGFIELD, MO

| | ALL POP IN TVHH & GROUP QUARTERS | ALL PCT OF US | ALL ADI RANK | BLACK POP IN TVHH & GROUP QUARTERS | BLACK PCT OF US | BLACK ADI RANK | HISPANIC POP IN TVHH & GROUP QUARTERS | HISPANIC PCT OF US | HISPANIC ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 318,900 | .35 | 77 | 2,700 | .03 | 148 | 1,600 | .03 | 128 |
| PERSONS 2+ | 809,200 | .34 | 77 | 9,700 | .03 | 147 | 6,900 | .03 | 124 |
| 18+ | 626,300 | .34 | 77 | 7,200 | .04 | 147 | 5,200 | .03 | 120 |
| 18-49 | 364,400 | .30 | 86 | 6,200 | .04 | 146 | 4,600 | .04 | 118 |
| 12-24 | 151,900 | .33 | 87 | 3,200 | .05 | 138 | 2,300 | .04 | 115 |
| 12-34 | 269,100 | .31 | 90 | 5,500 | .05 | 142 | 4,000 | .04 | 116 |
| 18-34 | 200,000 | .30 | 92 | 4,600 | .05 | 137 | 3,700 | .05 | 108 |
| WOMEN TOTAL | 326,500 | .34 | 77 | 2,500 | .02 | 150 | 2,300 | .03 | 118 |
| 18-49 | 182,000 | .30 | 87 | 2,100 | .03 | 147 | 2,200 | .04 | 113 |
| 12-24 | 72,500 | .32 | 89 | 1,000 | .03 | 146 | 900 | .03 | 113 |
| 18-34 | 98,300 | .29 | 92 | 1,500 | .03 | 144 | 1,700 | .05 | 106 |
| 25-49 | 142,700 | .30 | 86 | 1,500 | .03 | 145 | 1,400 | .03 | 117 |
| 25-54 | 164,700 | .31 | 84 | 1,500 | .02 | 148 | 1,400 | .03 | 119 |
| MEN TOTAL | 299,800 | .34 | 78 | 4,700 | .05 | 145 | 2,900 | .04 | 122 |
| 18-49 | 182,400 | .30 | 86 | 4,100 | .06 | 138 | 2,400 | .04 | 121 |
| 18-34 | 101,700 | .30 | 88 | 3,100 | .07 | 135 | 2,000 | .05 | 111 |
| 21-49 | 162,700 | .30 | 88 | 3,200 | .05 | 142 | 1,800 | .03 | 126 |
| 25-49 | 138,900 | .29 | 87 | 2,400 | .05 | 147 | 1,200 | .03 | 133 |
| 25-54 | 159,300 | .30 | 86 | 2,600 | .05 | 146 | 1,200 | .02 | 140 |
| TEENS TOTAL | 69,100 | .34 | 84 | 900 | .03 | 146 | 300 | .01 | 153 |
| CHILD TOTAL | 113,800 | .31 | 88 | 1,600 | .03 | 145 | 1,400 | .03 | 123 |
| 6-11 | 69,700 | .33 | 86 | 1,000 | .03 | 144 | 700 | .03 | 129 |

## SPRINGFIELD-DECATUR-CHAMPAIGN

| | ALL POP IN TVHH & GROUP QUARTERS | ALL PCT OF US | ALL ADI RANK | BLACK POP IN TVHH & GROUP QUARTERS | BLACK PCT OF US | BLACK ADI RANK | HISPANIC POP IN TVHH & GROUP QUARTERS | HISPANIC PCT OF US | HISPANIC ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 333,000 | .36 | 75 | 18,700 | .19 | 89 | 2,100 | .03 | 118 |
| PERSONS 2+ | 847,700 | .35 | 75 | 55,100 | .19 | 89 | 9,000 | .04 | 113 |
| 18+ | 653,900 | .35 | 75 | 37,300 | .19 | 90 | 6,800 | .04 | 109 |
| 18-49 | 415,900 | .34 | 76 | 28,600 | .20 | 85 | 5,900 | .05 | 102 |
| 12-24 | 172,800 | .38 | 76 | 15,100 | .23 | 83 | 3,100 | .06 | 99 |
| 12-34 | 309,100 | .35 | 76 | 24,800 | .21 | 85 | 5,000 | .05 | 101 |
| 18-34 | 238,500 | .35 | 73 | 18,300 | .21 | 85 | 4,300 | .06 | 98 |
| WOMEN TOTAL | 343,100 | .36 | 76 | 19,400 | .18 | 90 | 2,800 | .04 | 112 |
| 18-49 | 207,400 | .34 | 76 | 14,400 | .19 | 88 | 2,500 | .04 | 104 |
| 12-24 | 84,300 | .38 | 75 | 7,600 | .23 | 83 | 1,300 | .05 | 100 |
| 18-34 | 117,700 | .35 | 76 | 9,000 | .20 | 87 | 1,900 | .05 | 96 |
| 25-49 | 157,500 | .33 | 77 | 10,000 | .17 | 90 | 1,500 | .04 | 114 |
| 25-54 | 179,300 | .33 | 76 | 10,900 | .17 | 90 | 1,500 | .03 | 115 |
| MEN TOTAL | 310,800 | .35 | 75 | 17,900 | .19 | 88 | 3,800 | .05 | 106 |
| 18-49 | 208,500 | .35 | 76 | 14,200 | .21 | 87 | 3,400 | .05 | 103 |
| 18-34 | 120,800 | .35 | 74 | 9,300 | .22 | 85 | 2,400 | .06 | 99 |
| 21-49 | 185,300 | .34 | 76 | 12,300 | .20 | 87 | 2,400 | .04 | 111 |
| 25-49 | 156,200 | .33 | 77 | 10,000 | .20 | 88 | 2,000 | .04 | 107 |
| 25-54 | 176,800 | .33 | 76 | 10,900 | .19 | 87 | 2,100 | .04 | 108 |
| TEENS TOTAL | 70,600 | .35 | 82 | 6,500 | .22 | 87 | 700 | .03 | 122 |
| CHILD TOTAL | 123,200 | .34 | 80 | 11,300 | .21 | 90 | 1,700 | .04 | 114 |
| 6-11 | 74,800 | .35 | 78 | 6,600 | .21 | 89 | 900 | .03 | 113 |

# ADI MARKETS POPULATION SUMMARY

## SYRACUSE

TV HOUSEHOLDS 381,600 .42 66

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,010,800 | .42 | 65 |
| 18+ | 781,500 | .42 | 66 |
| 18-49 | 517,100 | .43 | 64 |
| 12-24 | 215,200 | .47 | 58 |
| 12-34 | 383,700 | .44 | 61 |
| 18-34 | 303,000 | .45 | 59 |
| WOMEN TOTAL | 408,400 | .42 | 66 |
| 18-49 | 259,200 | .43 | 65 |
| 12-24 | 106,000 | .47 | 59 |
| 18-34 | 150,800 | .45 | 59 |
| 25-49 | 192,400 | .40 | 66 |
| 25-54 | 216,100 | .40 | 65 |
| MEN TOTAL | 373,100 | .42 | 65 |
| 18-49 | 257,900 | .43 | 64 |
| 18-34 | 152,200 | .45 | 58 |
| 21-49 | 227,300 | .41 | 66 |
| 25-49 | 190,200 | .40 | 66 |
| 25-54 | 213,400 | .40 | 67 |
| TEENS TOTAL | 80,700 | .40 | 69 |
| CHILD TOTAL | 148,600 | .41 | 67 |
| 6-11 | 87,100 | .41 | 68 |

TV HOUSEHOLDS 15,900 .16 98

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 47,300 | .17 | 97 |
| 18+ | 32,600 | .16 | 96 |
| 18-49 | 25,900 | .18 | 91 |
| 12-24 | 13,000 | .20 | 90 |
| 12-34 | 21,800 | .18 | 92 |
| 18-34 | 16,800 | .19 | 91 |
| WOMEN TOTAL | 15,700 | .14 | 99 |
| 18-49 | 12,200 | .16 | 95 |
| 12-24 | 6,200 | .19 | 91 |
| 18-34 | 7,700 | .17 | 94 |
| 25-49 | 8,600 | .15 | 95 |
| 25-54 | 9,400 | .15 | 97 |
| MEN TOTAL | 16,900 | .18 | 93 |
| 18-49 | 13,700 | .20 | 88 |
| 18-34 | 9,100 | .21 | 86 |
| 21-49 | 11,700 | .19 | 89 |
| 25-49 | 9,300 | .18 | 91 |
| 25-54 | 10,300 | .18 | 91 |
| TEENS TOTAL | 5,000 | .17 | 96 |
| CHILD TOTAL | 9,700 | .18 | 94 |
| 6-11 | 5,400 | .17 | 96 |

TV HOUSEHOLDS 4,300 .07 89

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 15,800 | .07 | 85 |
| 18+ | 11,300 | .07 | 84 |
| 18-49 | 10,000 | .08 | 81 |
| 12-24 | 5,200 | .09 | 81 |
| 12-34 | 9,000 | .09 | 80 |
| 18-34 | 7,500 | .10 | 77 |
| WOMEN TOTAL | 4,900 | .07 | 86 |
| 18-49 | 4,200 | .07 | 82 |
| 12-24 | 2,300 | .09 | 80 |
| 18-34 | 3,100 | .09 | 80 |
| 25-49 | 2,500 | .06 | 90 |
| 25-54 | 2,700 | .06 | 91 |
| MEN TOTAL | 6,400 | .08 | 83 |
| 18-49 | 5,800 | .09 | 80 |
| 18-34 | 4,400 | .11 | 75 |
| 21-49 | 4,800 | .09 | 81 |
| 25-49 | 3,800 | .08 | 80 |
| 25-54 | 3,900 | .08 | 84 |
| TEENS TOTAL | 1,500 | .06 | 88 |
| CHILD TOTAL | 3,000 | .06 | 90 |
| 6-11 | 1,500 | .06 | 94 |

## TALLAHASSEE-THOMASVILLE (BAINBRIDGE)

TV HOUSEHOLDS 195,300 .21 115

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 522,700 | .22 | 114 |
| 18+ | 396,100 | .21 | 114 |
| 18-49 | 271,200 | .22 | 110 |
| 12-24 | 121,200 | .26 | 104 |
| 12-34 | 208,000 | .24 | 107 |
| 18-34 | 160,800 | .24 | 106 |
| WOMEN TOTAL | 208,400 | .22 | 114 |
| 18-49 | 137,500 | .23 | 109 |
| 12-24 | 60,900 | .27 | 101 |
| 18-34 | 81,200 | .24 | 106 |
| 25-49 | 99,800 | .21 | 112 |
| 25-54 | 112,600 | .21 | 112 |
| MEN TOTAL | 187,700 | .21 | 115 |
| 18-49 | 133,700 | .22 | 110 |
| 18-34 | 79,600 | .23 | 106 |
| 21-49 | 118,300 | .22 | 112 |
| 25-49 | 97,400 | .21 | 114 |
| 25-54 | 108,900 | .21 | 115 |
| TEENS TOTAL | 47,200 | .23 | 114 |
| CHILD TOTAL | 79,400 | .22 | 116 |
| 6-11 | 47,900 | .22 | 116 |

TV HOUSEHOLDS 91,600 .52 52

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 157,700 | .55 | 49 |
| 18+ | 108,500 | .54 | 51 |
| 18-49 | 77,700 | .53 | 51 |
| 12-24 | 42,000 | .64 | 46 |
| 12-34 | 68,600 | .58 | 50 |
| 18-34 | 50,100 | .57 | 51 |
| WOMEN TOTAL | 60,300 | .55 | 49 |
| 18-49 | 42,000 | .55 | 49 |
| 12-24 | 22,000 | .67 | 43 |
| 18-34 | 27,000 | .59 | 47 |
| 25-49 | 29,300 | .50 | 51 |
| 25-54 | 32,200 | .50 | 51 |
| MEN TOTAL | 48,200 | .52 | 53 |
| 18-49 | 35,700 | .52 | 52 |
| 18-34 | 23,100 | .54 | 53 |
| 21-49 | 30,800 | .50 | 54 |
| 25-49 | 24,900 | .49 | 54 |
| 25-54 | 27,200 | .48 | 54 |
| TEENS TOTAL | 18,500 | .62 | 47 |
| CHILD TOTAL | 30,700 | .58 | 50 |
| 6-11 | 18,400 | .59 | 49 |

TV HOUSEHOLDS 2,700 .04 108

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 10,600 | .05 | 100 |
| 18+ | 8,500 | .06 | 95 |
| 18-49 | 7,200 | .06 | 94 |
| 12-24 | 3,700 | .07 | 89 |
| 12-34 | 6,200 | .06 | 95 |
| 18-34 | 5,200 | .07 | 90 |
| WOMEN TOTAL | 3,100 | .04 | 104 |
| 18-49 | 2,700 | .05 | 99 |
| 12-24 | 1,400 | .05 | 97 |
| 18-34 | 2,000 | .06 | 95 |
| 25-49 | 1,600 | .04 | 108 |
| 25-54 | 1,800 | .04 | 110 |
| MEN TOTAL | 5,400 | .07 | 91 |
| 18-49 | 4,500 | .07 | 89 |
| 18-34 | 3,200 | .08 | 88 |
| 21-49 | 3,900 | .07 | 89 |
| 25-49 | 2,900 | .06 | 93 |
| 25-54 | 3,200 | .06 | 90 |
| TEENS TOTAL | 1,000 | .04 | 102 |
| CHILD TOTAL | 1,100 | .02 | 133 |
| 6-11 | 500 | .02 | 141 |

## TAMPA-ST. PETERSBURG (LAKELAND)

TV HOUSEHOLDS 1,243,000 1.35 16

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 2,909,500 | 1.21 | 16 |
| 18+ | 2,360,100 | 1.28 | 16 |
| 18-49 | 1,255,800 | 1.04 | 23 |
| 12-24 | 439,800 | .96 | 23 |
| 12-34 | 877,100 | 1.00 | 23 |
| 18-34 | 680,300 | 1.01 | 24 |
| WOMEN TOTAL | 1,254,400 | 1.30 | 16 |
| 18-49 | 634,900 | 1.05 | 22 |
| 12-24 | 217,900 | .97 | 23 |
| 18-34 | 341,300 | 1.02 | 23 |
| 25-49 | 513,000 | 1.07 | 21 |
| 25-54 | 586,400 | 1.09 | 21 |
| MEN TOTAL | 1,105,700 | 1.25 | 16 |
| 18-49 | 620,900 | 1.03 | 23 |
| 18-34 | 339,000 | .99 | 24 |
| 21-49 | 572,500 | 1.04 | 23 |
| 25-49 | 499,800 | 1.06 | 23 |
| 25-54 | 566,300 | 1.07 | 23 |
| TEENS TOTAL | 196,800 | .98 | 22 |
| CHILD TOTAL | 352,600 | .97 | 24 |
| 6-11 | 206,100 | .96 | 24 |

TV HOUSEHOLDS 90,100 .91 25

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 260,000 | .91 | 25 |
| 18+ | 176,000 | .87 | 25 |
| 18-49 | 125,100 | .86 | 26 |
| 12-24 | 58,900 | .89 | 25 |
| 12-34 | 104,500 | .89 | 25 |
| 18-34 | 75,100 | .85 | 26 |
| WOMEN TOTAL | 95,600 | .88 | 26 |
| 18-49 | 66,800 | .87 | 25 |
| 12-24 | 30,100 | .91 | 25 |
| 18-34 | 40,100 | .88 | 26 |
| 25-49 | 51,200 | .88 | 24 |
| 25-54 | 57,200 | .88 | 24 |
| MEN TOTAL | 80,400 | .87 | 25 |
| 18-49 | 58,300 | .84 | 25 |
| 18-34 | 35,000 | .82 | 29 |
| 21-49 | 51,900 | .85 | 25 |
| 25-49 | 44,400 | .87 | 25 |
| 25-54 | 49,800 | .88 | 25 |
| TEENS TOTAL | 29,400 | .98 | 25 |
| CHILD TOTAL | 54,600 | 1.02 | 25 |
| 6-11 | 31,500 | 1.01 | 25 |

TV HOUSEHOLDS 61,100 .98 22

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 184,600 | .83 | 23 |
| 18+ | 135,800 | .89 | 22 |
| 18-49 | 92,800 | .78 | 24 |
| 12-24 | 40,100 | .73 | 24 |
| 12-34 | 74,200 | .74 | 24 |
| 18-34 | 56,400 | .74 | 24 |
| WOMEN TOTAL | 67,200 | .90 | 22 |
| 18-49 | 43,600 | .77 | 24 |
| 12-24 | 18,600 | .72 | 25 |
| 18-34 | 25,700 | .72 | 24 |
| 25-49 | 33,500 | .79 | 23 |
| 25-54 | 37,600 | .80 | 23 |
| MEN TOTAL | 68,600 | .88 | 21 |
| 18-49 | 49,200 | .79 | 24 |
| 18-34 | 30,700 | .75 | 24 |
| 21-49 | 44,400 | .79 | 24 |
| 25-49 | 37,000 | .81 | 24 |
| 25-54 | 40,900 | .82 | 24 |
| TEENS TOTAL | 17,800 | .74 | 24 |
| CHILD TOTAL | 31,000 | .67 | 27 |
| 6-11 | 18,000 | .68 | 27 |

## ADI MARKETS POPULATION SUMMARY

### TERRE HAUTE

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 154,400 | .17 | 136 | 2,100 | .02 | 152 | 300 | - | 188 |
| PERSONS 2+ | 396,800 | .16 | 138 | 6,700 | .02 | 155 | 2,100 | .01 | 174 |
| 18+ | 305,000 | .17 | 135 | 5,400 | .03 | 154 | 1,300 | .01 | 175 |
| 18-49 | 179,200 | .15 | 142 | 4,100 | .03 | 153 | 1,000 | .01 | 177 |
| 12-24 | 74,900 | .16 | 142 | 1,800 | .03 | 156 | 400 | .01 | 181 |
| 12-34 | 133,500 | .15 | 143 | 3,100 | .03 | 156 | 800 | .01 | 178 |
| 18-34 | 99,200 | .15 | 142 | 2,600 | .03 | 156 | 800 | .01 | 171 |
| WOMEN TOTAL | 160,900 | .17 | 135 | 2,300 | .02 | 152 | 400 | .01 | 185 |
| 18-49 | 88,300 | .15 | 143 | 1,700 | .02 | 152 | 300 | .01 | 187 |
| 12-24 | 35,600 | .16 | 144 | 900 | .03 | 149 | 100 | - | 186 |
| 18-34 | 48,300 | .14 | 143 | 1,100 | .02 | 151 | 300 | .01 | 171 |
| 25-49 | 69,200 | .14 | 142 | 1,100 | .02 | 153 | 200 | - | 185 |
| 25-54 | 79,900 | .15 | 141 | 1,200 | .02 | 153 | 300 | .01 | 176 |
| MEN TOTAL | 144,100 | .16 | 137 | 3,100 | .03 | 154 | 900 | .01 | 170 |
| 18-49 | 90,900 | .15 | 141 | 2,400 | .03 | 153 | 700 | .01 | 170 |
| 18-34 | 50,900 | .15 | 140 | 1,500 | .04 | 154 | 500 | .01 | 165 |
| 21-49 | 80,800 | .15 | 141 | 2,100 | .03 | 152 | 600 | .01 | 169 |
| 25-49 | 69,400 | .15 | 141 | 1,700 | .03 | 152 | 400 | .01 | 171 |
| 25-54 | 79,100 | .15 | 140 | 1,800 | .03 | 153 | 400 | .01 | 175 |
| TEENS TOTAL | 34,300 | .17 | 144 | 500 | .02 | 158 | | | 195 |
| CHILD TOTAL | 57,500 | .16 | 147 | 800 | .02 | 163 | 800 | .02 | 152 |
| 6-11 | 35,100 | .16 | 147 | 400 | .01 | 166 | 400 | .02 | 149 |

### TOLEDO

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 401,300 | .44 | 64 | 26,100 | .26 | 79 | 11,100 | .18 | 58 |
| PERSONS 2+ | 1,058,300 | .44 | 64 | 72,100 | .25 | 80 | 39,600 | .18 | 58 |
| 18+ | 794,700 | .43 | 64 | 49,500 | .25 | 79 | 24,700 | .16 | 58 |
| 18-49 | 513,000 | .42 | 65 | 35,100 | .24 | 80 | 19,400 | .16 | 60 |
| 12-24 | 212,800 | .46 | 60 | 17,300 | .26 | 80 | 10,500 | .19 | 58 |
| 12-34 | 383,700 | .44 | 61 | 29,200 | .25 | 81 | 17,600 | .18 | 60 |
| 18-34 | 287,300 | .43 | 63 | 21,100 | .24 | 81 | 12,300 | .16 | 60 |
| WOMEN TOTAL | 418,800 | .44 | 63 | 27,000 | .25 | 79 | 12,300 | .16 | 58 |
| 18-49 | 259,500 | .43 | 64 | 19,000 | .25 | 79 | 9,600 | .17 | 59 |
| 12-24 | 106,200 | .47 | 58 | 8,500 | .26 | 78 | 5,300 | .20 | 55 |
| 18-34 | 145,400 | .43 | 62 | 11,300 | .25 | 80 | 6,100 | .17 | 58 |
| 25-49 | 200,300 | .42 | 63 | 14,300 | .25 | 79 | 7,000 | .16 | 59 |
| 25-54 | 226,700 | .42 | 63 | 15,900 | .25 | 79 | 7,600 | .16 | 59 |
| MEN TOTAL | 375,900 | .43 | 64 | 22,500 | .24 | 80 | 12,400 | .16 | 60 |
| 18-49 | 253,500 | .42 | 65 | 16,100 | .23 | 80 | 9,800 | .16 | 61 |
| 18-34 | 141,900 | .42 | 63 | 9,800 | .23 | 82 | 6,200 | .15 | 63 |
| 21-49 | 228,500 | .42 | 64 | 13,900 | .23 | 80 | 8,700 | .16 | 61 |
| 25-49 | 196,300 | .42 | 65 | 11,600 | .23 | 80 | 7,200 | .16 | 60 |
| 25-54 | 221,300 | .42 | 65 | 13,200 | .23 | 80 | 7,800 | .16 | 60 |
| TEENS TOTAL | 96,400 | .48 | 60 | 8,100 | .27 | 80 | 5,300 | .22 | 53 |
| CHILD TOTAL | 167,200 | .46 | 61 | 14,500 | .27 | 79 | 9,600 | .21 | 57 |
| 6-11 | 101,000 | .47 | 60 | 8,300 | .27 | 80 | 5,600 | .21 | 55 |

### TOPEKA

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: ADI RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: ADI RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: ADI RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 150,100 | .16 | 141 | 9,100 | .09 | 116 | 4,500 | .07 | 88 |
| PERSONS 2+ | 392,100 | .16 | 141 | 26,700 | .09 | 116 | 15,200 | .07 | 89 |
| 18+ | 299,100 | .16 | 139 | 18,800 | .09 | 115 | 10,000 | .07 | 90 |
| 18-49 | 197,600 | .16 | 129 | 15,000 | .10 | 112 | 7,800 | .07 | 90 |
| 12-24 | 85,100 | .19 | 127 | 7,500 | .11 | 112 | 3,900 | .07 | 85 |
| 12-34 | 150,800 | .17 | 129 | 13,300 | .11 | 112 | 7,000 | .07 | 87 |
| 18-34 | 119,400 | .18 | 127 | 10,900 | .12 | 111 | 5,400 | .07 | 89 |
| WOMEN TOTAL | 151,600 | .16 | 142 | 8,400 | .08 | 118 | 4,500 | .06 | 89 |
| 18-49 | 94,900 | .16 | 134 | 6,400 | .08 | 117 | 3,400 | .06 | 91 |
| 12-24 | 39,300 | .18 | 131 | 3,100 | .09 | 115 | 1,800 | .07 | 84 |
| 18-34 | 56,000 | .17 | 127 | 4,500 | .10 | 113 | 2,300 | .06 | 88 |
| 25-49 | 70,900 | .15 | 140 | 4,500 | .08 | 117 | 2,400 | .06 | 92 |
| 25-54 | 79,700 | .15 | 142 | 4,800 | .07 | 117 | 2,700 | .06 | 91 |
| MEN TOTAL | 147,500 | .17 | 134 | 10,400 | .11 | 114 | 5,500 | .07 | 90 |
| 18-49 | 102,700 | .17 | 128 | 8,600 | .12 | 109 | 4,400 | .07 | 90 |
| 18-34 | 63,400 | .19 | 123 | 6,400 | .15 | 105 | 3,100 | .08 | 89 |
| 21-49 | 90,900 | .17 | 128 | 7,400 | .12 | 111 | 3,800 | .07 | 90 |
| 25-49 | 73,000 | .15 | 137 | 5,400 | .11 | 115 | 3,100 | .07 | 89 |
| 25-54 | 81,300 | .15 | 138 | 5,700 | .10 | 116 | 3,200 | .06 | 90 |
| TEENS TOTAL | 31,400 | .16 | 150 | 2,400 | .08 | 122 | 1,600 | .07 | 86 |
| CHILD TOTAL | 61,600 | .17 | 141 | 5,500 | .10 | 115 | 3,600 | .08 | 86 |
| 6-11 | 36,600 | .17 | 144 | 3,200 | .10 | 114 | 1,800 | .07 | 89 |

# ADI MARKETS POPULATION SUMMARY

## TRAVERSE CITY-CADILLAC

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 179,500 | .20 | 122 |
| PERSONS 2+ | 469,600 | .19 | 123 |
| 18+ | 357,500 | .19 | 121 |
| 18-49 | 212,200 | .18 | 126 |
| 12-24 | 85,100 | .19 | 127 |
| 12-34 | 155,300 | .18 | 128 |
| 18-34 | 114,900 | .17 | 128 |
| WOMEN TOTAL | 182,100 | .19 | 122 |
| 18-49 | 103,500 | .17 | 127 |
| 12-24 | 40,000 | .18 | 128 |
| 18-34 | 55,500 | .17 | 128 |
| 25-49 | 82,900 | .17 | 124 |
| 25-54 | 95,000 | .18 | 124 |
| MEN TOTAL | 175,400 | .20 | 119 |
| 18-49 | 108,700 | .18 | 125 |
| 18-34 | 59,400 | .17 | 127 |
| 21-49 | 97,700 | .18 | 125 |
| 25-49 | 84,600 | .18 | 124 |
| 25-54 | 96,500 | .18 | 124 |
| TEENS TOTAL | 40,400 | .20 | 125 |
| CHILD TOTAL | 71,700 | .20 | 127 |
| 6-11 | 44,000 | .21 | 124 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 800 | .01 | 173 |
| PERSONS 2+ | 5,500 | .02 | 161 |
| 18+ | 4,900 | .02 | 155 |
| 18-49 | 4,200 | .03 | 152 |
| 12-24 | 1,700 | .03 | 159 |
| 12-34 | 3,100 | .03 | 156 |
| 18-34 | 3,000 | .03 | 152 |
| WOMEN TOTAL | 900 | .01 | 173 |
| 18-49 | 600 | .01 | 173 |
| 12-24 | 400 | .01 | 167 |
| 18-34 | 400 | .01 | 172 |
| 25-49 | 200 | - | 181 |
| 25-54 | 200 | - | 181 |
| MEN TOTAL | 4,000 | .04 | 150 |
| 18-49 | 3,600 | .05 | 144 |
| 18-34 | 2,600 | .06 | 140 |
| 21-49 | 3,200 | .05 | 142 |
| 25-49 | 2,400 | .05 | 147 |
| 25-54 | 2,500 | .04 | 149 |
| TEENS TOTAL | 100 | - | 187 |
| CHILD TOTAL | 800 | .01 | 172 |
| 6-11 | 500 | .02 | 159 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 400 | .01 | 177 |
| PERSONS 2+ | 3,200 | .01 | 158 |
| 18+ | 2,000 | .01 | 161 |
| 18-49 | 1,600 | .01 | 159 |
| 12-24 | 1,000 | .02 | 150 |
| 12-34 | 1,700 | .02 | 151 |
| 18-34 | 1,300 | .02 | 154 |
| WOMEN TOTAL | 700 | .01 | 162 |
| 18-49 | 700 | .01 | 158 |
| 12-24 | 300 | .01 | 164 |
| 18-34 | 600 | .02 | 150 |
| 25-49 | 500 | .01 | 158 |
| 25-54 | 500 | .01 | 160 |
| MEN TOTAL | 1,300 | .02 | 156 |
| 18-49 | 900 | .01 | 158 |
| 18-34 | 700 | .02 | 153 |
| 21-49 | 700 | .01 | 161 |
| 25-49 | 500 | .01 | 164 |
| 25-54 | 500 | .01 | 166 |
| TEENS TOTAL | 400 | .02 | 144 |
| CHILD TOTAL | 800 | .02 | 152 |
| 6-11 | 400 | .02 | 149 |

## TUCSON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 311,200 | .34 | 78 |
| PERSONS 2+ | 780,600 | .32 | 81 |
| 18+ | 597,400 | .32 | 82 |
| 18-49 | 386,000 | .32 | 78 |
| 12-24 | 154,000 | .34 | 85 |
| 12-34 | 285,600 | .33 | 79 |
| 18-34 | 221,000 | .33 | 79 |
| WOMEN TOTAL | 308,400 | .32 | 83 |
| 18-49 | 191,200 | .32 | 80 |
| 12-24 | 74,800 | .33 | 86 |
| 18-34 | 108,100 | .32 | 78 |
| 25-49 | 147,900 | .31 | 80 |
| 25-54 | 166,800 | .31 | 82 |
| MEN TOTAL | 289,000 | .33 | 81 |
| 18-49 | 194,800 | .32 | 78 |
| 18-34 | 112,900 | .33 | 80 |
| 21-49 | 175,500 | .32 | 78 |
| 25-49 | 148,700 | .31 | 79 |
| 25-54 | 165,900 | .31 | 81 |
| TEENS TOTAL | 64,600 | .32 | 90 |
| CHILD TOTAL | 118,600 | .33 | 83 |
| 6-11 | 69,500 | .32 | 87 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 9,000 | .09 | 117 |
| PERSONS 2+ | 24,800 | .09 | 119 |
| 18+ | 17,500 | .09 | 118 |
| 18-49 | 13,300 | .09 | 117 |
| 12-24 | 6,000 | .09 | 121 |
| 12-34 | 11,200 | .09 | 118 |
| 18-34 | 8,700 | .10 | 117 |
| WOMEN TOTAL | 7,700 | .07 | 121 |
| 18-49 | 5,600 | .07 | 119 |
| 12-24 | 2,600 | .08 | 121 |
| 18-34 | 3,600 | .08 | 119 |
| 25-49 | 4,200 | .07 | 120 |
| 25-54 | 4,700 | .07 | 118 |
| MEN TOTAL | 9,800 | .11 | 115 |
| 18-49 | 7,700 | .11 | 116 |
| 18-34 | 5,100 | .12 | 114 |
| 21-49 | 6,900 | .11 | 115 |
| 25-49 | 5,600 | .11 | 114 |
| 25-54 | 6,100 | .11 | 113 |
| TEENS TOTAL | 2,500 | .08 | 121 |
| CHILD TOTAL | 4,800 | .09 | 118 |
| 6-11 | 2,800 | .09 | 119 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 63,200 | 1.01 | 21 |
| PERSONS 2+ | 212,900 | .96 | 21 |
| 18+ | 141,500 | .93 | 21 |
| 18-49 | 104,800 | .88 | 22 |
| 12-24 | 51,200 | .93 | 21 |
| 12-34 | 89,900 | .89 | 22 |
| 18-34 | 64,900 | .85 | 23 |
| WOMEN TOTAL | 73,800 | .99 | 21 |
| 18-49 | 53,100 | .93 | 21 |
| 12-24 | 25,500 | .98 | 21 |
| 18-34 | 32,600 | .92 | 22 |
| 25-49 | 39,900 | .94 | 21 |
| 25-54 | 44,300 | .95 | 21 |
| MEN TOTAL | 67,700 | .87 | 22 |
| 18-49 | 51,700 | .83 | 23 |
| 18-34 | 32,300 | .79 | 23 |
| 21-49 | 46,100 | .82 | 23 |
| 25-49 | 38,700 | .84 | 23 |
| 25-54 | 42,500 | .85 | 21 |
| TEENS TOTAL | 25,000 | 1.04 | 20 |
| CHILD TOTAL | 46,400 | 1.00 | 20 |
| 6-11 | 27,000 | 1.01 | 20 |

## TULSA (BARTLESVILLE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 443,600 | .48 | 58 |
| PERSONS 2+ | 1,113,300 | .46 | 60 |
| 18+ | 840,300 | .46 | 60 |
| 18-49 | 523,000 | .43 | 63 |
| 12-24 | 199,400 | .43 | 64 |
| 12-34 | 376,000 | .43 | 63 |
| 18-34 | 277,600 | .41 | 65 |
| WOMEN TOTAL | 442,100 | .46 | 60 |
| 18-49 | 264,300 | .44 | 62 |
| 12-24 | 97,400 | .43 | 65 |
| 18-34 | 138,900 | .42 | 65 |
| 25-49 | 214,500 | .45 | 60 |
| 25-54 | 244,800 | .45 | 60 |
| MEN TOTAL | 398,200 | .45 | 60 |
| 18-49 | 258,700 | .43 | 62 |
| 18-34 | 138,700 | .41 | 65 |
| 21-49 | 236,400 | .43 | 61 |
| 25-49 | 207,500 | .44 | 60 |
| 25-54 | 235,800 | .44 | 60 |
| TEENS TOTAL | 98,400 | .49 | 59 |
| CHILD TOTAL | 174,600 | .48 | 55 |
| 6-11 | 106,200 | .50 | 54 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 28,900 | .29 | 77 |
| PERSONS 2+ | 77,700 | .27 | 77 |
| 18+ | 53,900 | .27 | 77 |
| 18-49 | 37,100 | .26 | 79 |
| 12-24 | 17,600 | .27 | 79 |
| 12-34 | 30,800 | .26 | 79 |
| 18-34 | 22,700 | .26 | 79 |
| WOMEN TOTAL | 29,100 | .27 | 76 |
| 18-49 | 19,100 | .25 | 78 |
| 12-24 | 8,500 | .26 | 78 |
| 18-34 | 11,500 | .25 | 79 |
| 25-49 | 14,400 | .25 | 78 |
| 25-54 | 16,200 | .25 | 77 |
| MEN TOTAL | 24,800 | .27 | 78 |
| 18-49 | 18,000 | .26 | 79 |
| 18-34 | 11,200 | .26 | 77 |
| 21-49 | 15,500 | .25 | 79 |
| 25-49 | 13,200 | .26 | 79 |
| 25-54 | 14,300 | .25 | 79 |
| TEENS TOTAL | 8,100 | .27 | 80 |
| CHILD TOTAL | 15,700 | .29 | 78 |
| 6-11 | 10,000 | .32 | 74 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 5,900 | .09 | 77 |
| PERSONS 2+ | 20,200 | .09 | 78 |
| 18+ | 13,200 | .09 | 78 |
| 18-49 | 10,200 | .09 | 79 |
| 12-24 | 4,800 | .09 | 82 |
| 12-34 | 9,300 | .09 | 78 |
| 18-34 | 7,100 | .09 | 78 |
| WOMEN TOTAL | 6,400 | .09 | 78 |
| 18-49 | 5,100 | .09 | 78 |
| 12-24 | 2,300 | .09 | 80 |
| 18-34 | 3,400 | .10 | 76 |
| 25-49 | 3,700 | .09 | 78 |
| 25-54 | 4,200 | .09 | 76 |
| MEN TOTAL | 6,800 | .09 | 80 |
| 18-49 | 5,100 | .08 | 85 |
| 18-34 | 3,700 | .09 | 80 |
| 21-49 | 4,600 | .08 | 85 |
| 25-49 | 3,900 | .09 | 79 |
| 25-54 | 4,200 | .08 | 79 |
| TEENS TOTAL | 2,200 | .09 | 78 |
| CHILD TOTAL | 4,800 | .10 | 77 |
| 6-11 | 3,100 | .12 | 75 |

# ADI MARKETS POPULATION SUMMARY

## TUSCALOOSA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 55,900 | .06 | 185 |
| PERSONS 2+ | 148,100 | .06 | 183 |
| 18+ | 115,500 | .06 | 183 |
| 18-49 | 79,000 | .07 | 180 |
| 12-24 | 37,800 | .08 | 176 |
| 12-34 | 61,100 | .07 | 180 |
| 18-34 | 48,600 | .07 | 178 |
| WOMEN TOTAL | 60,800 | .06 | 182 |
| 18-49 | 40,200 | .07 | 180 |
| 12-24 | 19,000 | .08 | 175 |
| 18-34 | 24,700 | .07 | 177 |
| 25-49 | 27,300 | .06 | 185 |
| 25-54 | 30,900 | .06 | 185 |
| MEN TOTAL | 54,700 | .06 | 184 |
| 18-49 | 38,800 | .06 | 181 |
| 18-34 | 23,900 | .07 | 178 |
| 21-49 | 33,200 | .06 | 183 |
| 25-49 | 26,400 | .06 | 185 |
| 25-54 | 29,700 | .06 | 186 |
| TEENS TOTAL | 12,500 | .06 | 187 |
| CHILD TOTAL | 20,100 | .06 | 188 |
| 6-11 | 12,300 | .06 | 188 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 12,700 | .13 | 105 |
| PERSONS 2+ | 38,100 | .13 | 104 |
| 18+ | 26,700 | .13 | 104 |
| 18-49 | 18,800 | .13 | 106 |
| 12-24 | 10,100 | .15 | 104 |
| 12-34 | 16,000 | .14 | 106 |
| 18-34 | 11,700 | .13 | 107 |
| WOMEN TOTAL | 15,300 | .14 | 100 |
| 18-49 | 10,500 | .14 | 102 |
| 12-24 | 5,500 | .17 | 99 |
| 18-34 | 6,600 | .15 | 101 |
| 25-49 | 7,200 | .12 | 105 |
| 25-54 | 8,100 | .12 | 104 |
| MEN TOTAL | 11,400 | .12 | 108 |
| 18-49 | 8,300 | .12 | 112 |
| 18-34 | 5,100 | .12 | 114 |
| 21-49 | 7,100 | .12 | 113 |
| 25-49 | 5,800 | .11 | 112 |
| 25-54 | 6,400 | .11 | 111 |
| TEENS TOTAL | 4,300 | .14 | 102 |
| CHILD TOTAL | 7,100 | .13 | 108 |
| 6-11 | 4,300 | .14 | 105 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 300 | - | 188 |
| PERSONS 2+ | 900 | - | 198 |
| 18+ | 700 | - | 196 |
| 18-49 | 500 | - | 196 |
| 12-24 | 200 | - | 193 |
| 12-34 | 400 | - | 195 |
| 18-34 | 400 | .01 | 189 |
| WOMEN TOTAL | 300 | - | 194 |
| 18-49 | 200 | - | 195 |
| 12-24 | 100 | - | 186 |
| 18-34 | 200 | .01 | 184 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 201 |
| MEN TOTAL | 400 | .01 | 195 |
| 18-49 | 300 | - | 191 |
| 18-34 | 200 | - | 188 |
| 21-49 | 200 | - | 194 |
| 25-49 | 200 | - | 189 |
| 25-54 | 200 | - | 193 |
| TEENS TOTAL | | | 195 |
| CHILD TOTAL | 200 | - | 194 |
| 6-11 | 200 | .01 | 173 |

## TWIN FALLS

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 35,600 | .04 | 200 |
| PERSONS 2+ | 94,100 | .04 | 200 |
| 18+ | 67,900 | .04 | 200 |
| 18-49 | 41,900 | .03 | 201 |
| 12-24 | 16,600 | .04 | 203 |
| 12-34 | 30,700 | .04 | 202 |
| 18-34 | 21,200 | .03 | 204 |
| WOMEN TOTAL | 34,500 | .04 | 201 |
| 18-49 | 20,500 | .03 | 201 |
| 12-24 | 8,000 | .04 | 203 |
| 18-34 | 10,300 | .03 | 204 |
| 25-49 | 17,200 | .04 | 201 |
| 25-54 | 19,500 | .04 | 200 |
| MEN TOTAL | 33,400 | .04 | 200 |
| 18-49 | 21,400 | .04 | 201 |
| 18-34 | 10,900 | .03 | 203 |
| 21-49 | 19,800 | .04 | 201 |
| 25-49 | 17,600 | .04 | 200 |
| 25-54 | 20,000 | .04 | 200 |
| TEENS TOTAL | 9,500 | .05 | 197 |
| CHILD TOTAL | 16,700 | .05 | 195 |
| 6-11 | 10,700 | .05 | 193 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | | | 203 |
| PERSONS 2+ | 100 | - | 204 |
| 18+ | 100 | - | 204 |
| 18-49 | 100 | - | 204 |
| 12-24 | | | 203 |
| 12-34 | 100 | - | 202 |
| 18-34 | 100 | - | 201 |
| WOMEN TOTAL | | | 202 |
| 18-49 | | | 202 |
| 12-24 | | | 200 |
| 18-34 | | | 199 |
| 25-49 | | | 198 |
| 25-54 | | | 200 |
| MEN TOTAL | 100 | - | 203 |
| 18-49 | 100 | - | 202 |
| 18-34 | 100 | - | 199 |
| 21-49 | 100 | - | 201 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 199 |
| TEENS TOTAL | | | 197 |
| CHILD TOTAL | | | 200 |
| 6-11 | | | 194 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,600 | .03 | 128 |
| PERSONS 2+ | 5,600 | .03 | 132 |
| 18+ | 3,200 | .02 | 142 |
| 18-49 | 2,800 | .02 | 141 |
| 12-24 | 1,200 | .02 | 143 |
| 12-34 | 2,800 | .03 | 132 |
| 18-34 | 1,900 | .02 | 140 |
| WOMEN TOTAL | 1,300 | .02 | 141 |
| 18-49 | 1,100 | .02 | 140 |
| 12-24 | 600 | .02 | 134 |
| 18-34 | 700 | .02 | 143 |
| 25-49 | 1,000 | .02 | 131 |
| 25-54 | 1,100 | .02 | 127 |
| MEN TOTAL | 1,900 | .02 | 142 |
| 18-49 | 1,700 | .03 | 135 |
| 18-34 | 1,200 | .03 | 134 |
| 21-49 | 1,600 | .03 | 135 |
| 25-49 | 1,500 | .03 | 122 |
| 25-54 | 1,600 | .03 | 122 |
| TEENS TOTAL | 900 | .04 | 106 |
| CHILD TOTAL | 1,500 | .03 | 119 |
| 6-11 | 700 | .03 | 129 |

## TYLER-LONGVIEW-JACKSONVILLE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 199,800 | .22 | 113 |
| PERSONS 2+ | 522,400 | .22 | 118 |
| 18+ | 394,600 | .21 | 115 |
| 18-49 | 241,300 | .20 | 117 |
| 12-24 | 102,800 | .22 | 114 |
| 12-34 | 182,100 | .21 | 116 |
| 18-34 | 135,400 | .20 | 115 |
| WOMEN TOTAL | 207,900 | .22 | 115 |
| 18-49 | 121,100 | .20 | 117 |
| 12-24 | 50,700 | .23 | 115 |
| 18-34 | 67,600 | .20 | 116 |
| 25-49 | 93,200 | .19 | 118 |
| 25-54 | 106,600 | .20 | 118 |
| MEN TOTAL | 186,700 | .21 | 116 |
| 18-49 | 120,200 | .20 | 117 |
| 18-34 | 67,800 | .20 | 118 |
| 21-49 | 107,900 | .20 | 118 |
| 25-49 | 92,000 | .19 | 118 |
| 25-54 | 104,500 | .20 | 117 |
| TEENS TOTAL | 46,700 | .23 | 115 |
| CHILD TOTAL | 81,100 | .22 | 115 |
| 6-11 | 49,600 | .23 | 115 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 33,400 | .34 | 70 |
| PERSONS 2+ | 96,000 | .34 | 68 |
| 18+ | 67,100 | .33 | 69 |
| 18-49 | 44,500 | .31 | 73 |
| 12-24 | 22,600 | .34 | 69 |
| 12-34 | 37,900 | .32 | 71 |
| 18-34 | 27,100 | .31 | 74 |
| WOMEN TOTAL | 36,500 | .33 | 68 |
| 18-49 | 23,400 | .31 | 72 |
| 12-24 | 11,400 | .35 | 69 |
| 18-34 | 14,200 | .31 | 73 |
| 25-49 | 17,300 | .30 | 73 |
| 25-54 | 19,300 | .30 | 74 |
| MEN TOTAL | 30,600 | .33 | 71 |
| 18-49 | 21,100 | .31 | 74 |
| 18-34 | 12,900 | .30 | 74 |
| 21-49 | 18,600 | .30 | 74 |
| 25-49 | 15,400 | .30 | 74 |
| 25-54 | 17,100 | .30 | 73 |
| TEENS TOTAL | 10,800 | .36 | 69 |
| CHILD TOTAL | 18,100 | .34 | 72 |
| 6-11 | 10,700 | .34 | 70 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 7,400 | .12 | 73 |
| PERSONS 2+ | 28,500 | .13 | 71 |
| 18+ | 18,000 | .12 | 72 |
| 18-49 | 15,500 | .13 | 70 |
| 12-24 | 7,800 | .14 | 68 |
| 12-34 | 14,200 | .14 | 65 |
| 18-34 | 10,700 | .14 | 64 |
| WOMEN TOTAL | 7,200 | .10 | 74 |
| 18-49 | 6,100 | .11 | 73 |
| 12-24 | 3,500 | .13 | 68 |
| 18-34 | 4,000 | .11 | 73 |
| 25-49 | 4,400 | .10 | 74 |
| 25-54 | 4,600 | .10 | 74 |
| MEN TOTAL | 10,800 | .14 | 64 |
| 18-49 | 9,400 | .15 | 63 |
| 18-34 | 6,700 | .16 | 60 |
| 21-49 | 8,400 | .15 | 63 |
| 25-49 | 6,800 | .15 | 62 |
| 25-54 | 7,300 | .15 | 63 |
| TEENS TOTAL | 3,500 | .15 | 65 |
| CHILD TOTAL | 7,000 | .15 | 68 |
| 6-11 | 3,900 | .15 | 68 |

## ADI MARKETS POPULATION SUMMARY

### UTICA

| TV HOUSEHOLDS | 103,900 | .11 | 161 |
|---|---|---|---|
| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 275,100 | .11 | 160 |
| 18+ | 213,200 | .12 | 158 |
| 18-49 | 130,700 | .11 | 157 |
| 12-24 | 54,800 | .12 | 159 |
| 12-34 | 96,600 | .11 | 159 |
| 18-34 | 74,200 | .11 | 158 |
| WOMEN TOTAL | 110,800 | .12 | 157 |
| 18-49 | 64,200 | .11 | 157 |
| 12-24 | 26,700 | .12 | 158 |
| 18-34 | 35,900 | .11 | 158 |
| 25-49 | 48,400 | .10 | 157 |
| 25-54 | 55,200 | .10 | 157 |
| MEN TOTAL | 102,400 | .12 | 158 |
| 18-49 | 66,500 | .11 | 157 |
| 18-34 | 38,300 | .11 | 160 |
| 21-49 | 59,200 | .11 | 157 |
| 25-49 | 49,900 | .11 | 158 |
| 25-54 | 56,700 | .11 | 157 |
| TEENS TOTAL | 22,400 | .11 | 163 |
| CHILD TOTAL | 39,500 | .11 | 164 |
| 6-11 | 23,400 | .11 | 164 |

| TV HOUSEHOLDS | 3,000 | .03 | 145 |
|---|---|---|---|
| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 11,200 | .04 | 143 |
| 18+ | 8,200 | .04 | 142 |
| 18-49 | 6,900 | .05 | 139 |
| 12-24 | 3,500 | .05 | 136 |
| 12-34 | 6,100 | .05 | 137 |
| 18-34 | 5,100 | .06 | 133 |
| WOMEN TOTAL | 3,100 | .03 | 144 |
| 18-49 | 2,400 | .03 | 144 |
| 12-24 | 1,300 | .04 | 139 |
| 18-34 | 1,700 | .04 | 139 |
| 25-49 | 1,500 | .03 | 145 |
| 25-54 | 1,700 | .03 | 144 |
| MEN TOTAL | 5,100 | .06 | 137 |
| 18-49 | 4,500 | .07 | 134 |
| 18-34 | 3,400 | .08 | 130 |
| 21-49 | 3,700 | .06 | 136 |
| 25-49 | 2,900 | .06 | 138 |
| 25-54 | 3,100 | .05 | 136 |
| TEENS TOTAL | 1,000 | .03 | 144 |
| CHILD TOTAL | 2,000 | .04 | 142 |
| 6-11 | 1,200 | .04 | 140 |

| TV HOUSEHOLDS | 1,100 | .02 | 145 |
|---|---|---|---|
| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 5,400 | .02 | 139 |
| 18+ | 3,800 | .02 | 134 |
| 18-49 | 3,000 | .03 | 136 |
| 12-24 | 1,300 | .02 | 138 |
| 12-34 | 2,700 | .03 | 135 |
| 18-34 | 2,300 | .03 | 129 |
| WOMEN TOTAL | 1,300 | .02 | 141 |
| 18-49 | 900 | .02 | 149 |
| 12-24 | 500 | .02 | 142 |
| 18-34 | 700 | .02 | 143 |
| 25-49 | 600 | .01 | 149 |
| 25-54 | 800 | .02 | 143 |
| MEN TOTAL | 2,500 | .03 | 129 |
| 18-49 | 2,100 | .03 | 127 |
| 18-34 | 1,600 | .04 | 122 |
| 21-49 | 1,800 | .03 | 126 |
| 25-49 | 1,500 | .03 | 122 |
| 25-54 | 1,600 | .03 | 122 |
| TEENS TOTAL | 400 | .02 | 144 |
| CHILD TOTAL | 1,200 | .03 | 129 |
| 6-11 | 800 | .03 | 122 |

### VICTORIA

| TV HOUSEHOLDS | 25,800 | .03 | 207 |
|---|---|---|---|
| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 71,100 | .03 | 206 |
| 18+ | 51,200 | .03 | 207 |
| 18-49 | 34,000 | .03 | 206 |
| 12-24 | 13,600 | .03 | 206 |
| 12-34 | 25,400 | .03 | 206 |
| 18-34 | 18,300 | .03 | 206 |
| WOMEN TOTAL | 26,900 | .03 | 207 |
| 18-49 | 17,300 | .03 | 206 |
| 12-24 | 6,700 | .03 | 206 |
| 18-34 | 9,300 | .03 | 206 |
| 25-49 | 14,000 | .03 | 206 |
| 25-54 | 15,700 | .03 | 206 |
| MEN TOTAL | 24,300 | .03 | 207 |
| 18-49 | 16,700 | .03 | 207 |
| 18-34 | 9,000 | .03 | 206 |
| 21-49 | 15,300 | .03 | 207 |
| 25-49 | 13,500 | .03 | 206 |
| 25-54 | 15,100 | .03 | 206 |
| TEENS TOTAL | 7,100 | .04 | 203 |
| CHILD TOTAL | 12,800 | .04 | 202 |
| 6-11 | 7,700 | .04 | 201 |

| TV HOUSEHOLDS | 1,700 | .02 | 159 |
|---|---|---|---|
| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 4,400 | .02 | 166 |
| 18+ | 3,200 | .02 | 167 |
| 18-49 | 2,100 | .01 | 167 |
| 12-24 | 1,000 | .02 | 169 |
| 12-34 | 1,700 | .01 | 168 |
| 18-34 | 1,200 | .01 | 170 |
| WOMEN TOTAL | 1,700 | .02 | 156 |
| 18-49 | 1,100 | .01 | 158 |
| 12-24 | 500 | .02 | 164 |
| 18-34 | 600 | .01 | 164 |
| 25-49 | 900 | .02 | 156 |
| 25-54 | 1,000 | .02 | 155 |
| MEN TOTAL | 1,500 | .02 | 169 |
| 18-49 | 1,000 | .01 | 172 |
| 18-34 | 600 | .01 | 176 |
| 21-49 | 900 | .01 | 171 |
| 25-49 | 700 | .01 | 170 |
| 25-54 | 800 | .01 | 170 |
| TEENS TOTAL | 500 | .02 | 158 |
| CHILD TOTAL | 700 | .01 | 166 |
| 6-11 | 400 | .01 | 166 |

| TV HOUSEHOLDS | 7,300 | .12 | 74 |
|---|---|---|---|
| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 24,600 | .11 | 74 |
| 18+ | 16,100 | .11 | 74 |
| 18-49 | 12,100 | .10 | 75 |
| 12-24 | 5,700 | .10 | 76 |
| 12-34 | 10,000 | .10 | 76 |
| 18-34 | 7,100 | .09 | 78 |
| WOMEN TOTAL | 8,300 | .11 | 71 |
| 18-49 | 6,100 | .11 | 73 |
| 12-24 | 2,900 | .11 | 73 |
| 18-34 | 3,600 | .10 | 74 |
| 25-49 | 4,700 | .11 | 72 |
| 25-54 | 5,200 | .11 | 71 |
| MEN TOTAL | 7,800 | .10 | 76 |
| 18-49 | 6,000 | .10 | 77 |
| 18-34 | 3,500 | .09 | 84 |
| 21-49 | 5,400 | .10 | 77 |
| 25-49 | 4,600 | .10 | 76 |
| 25-54 | 5,000 | .10 | 76 |
| TEENS TOTAL | 2,900 | .12 | 72 |
| CHILD TOTAL | 5,600 | .12 | 74 |
| 6-11 | 3,400 | .13 | 72 |

### WACO-TEMPLE-BRYAN

| TV HOUSEHOLDS | 250,200 | .27 | 94 |
|---|---|---|---|
| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 686,300 | .28 | 94 |
| 18+ | 521,700 | .28 | 92 |
| 18-49 | 362,700 | .30 | 88 |
| 12-24 | 175,300 | .38 | 72 |
| 12-34 | 293,000 | .33 | 78 |
| 18-34 | 236,800 | .35 | 76 |
| WOMEN TOTAL | 259,600 | .27 | 97 |
| 18-49 | 169,800 | .28 | 94 |
| 12-24 | 78,500 | .35 | 82 |
| 18-34 | 106,800 | .32 | 81 |
| 25-49 | 118,500 | .25 | 103 |
| 25-54 | 133,100 | .25 | 103 |
| MEN TOTAL | 262,100 | .30 | 89 |
| 18-49 | 192,900 | .32 | 79 |
| 18-34 | 130,000 | .38 | 70 |
| 21-49 | 164,800 | .30 | 85 |
| 25-49 | 125,100 | .26 | 95 |
| 25-54 | 138,800 | .26 | 97 |
| TEENS TOTAL | 56,200 | .28 | 97 |
| CHILD TOTAL | 108,400 | .30 | 90 |
| 6-11 | 62,800 | .29 | 91 |

| TV HOUSEHOLDS | 36,000 | .36 | 67 |
|---|---|---|---|
| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 110,400 | .39 | 66 |
| 18+ | 77,200 | .38 | 65 |
| 18-49 | 58,300 | .40 | 65 |
| 12-24 | 30,500 | .46 | 62 |
| 12-34 | 53,000 | .45 | 61 |
| 18-34 | 41,500 | .47 | 57 |
| WOMEN TOTAL | 37,800 | .35 | 66 |
| 18-49 | 26,900 | .36 | 66 |
| 12-24 | 13,300 | .40 | 65 |
| 18-34 | 18,200 | .40 | 66 |
| 25-49 | 19,200 | .33 | 68 |
| 25-54 | 21,100 | .33 | 68 |
| MEN TOTAL | 39,400 | .43 | 59 |
| 18-49 | 31,400 | .45 | 56 |
| 18-34 | 23,300 | .55 | 52 |
| 21-49 | 27,000 | .44 | 57 |
| 25-49 | 20,100 | .39 | 62 |
| 25-54 | 21,700 | .38 | 65 |
| TEENS TOTAL | 11,800 | .38 | 67 |
| CHILD TOTAL | 21,700 | .41 | 67 |
| 6-11 | 12,800 | .40 | 66 |

| TV HOUSEHOLDS | 24,200 | .39 | 39 |
|---|---|---|---|
| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
| PERSONS 2+ | 86,900 | .39 | 40 |
| 18+ | 57,500 | .38 | 40 |
| 18-49 | 47,400 | .40 | 39 |
| 12-24 | 23,900 | .43 | 35 |
| 12-34 | 41,300 | .41 | 37 |
| 18-34 | 32,400 | .42 | 35 |
| WOMEN TOTAL | 26,400 | .35 | 40 |
| 18-49 | 21,000 | .37 | 40 |
| 12-24 | 10,800 | .42 | 37 |
| 18-34 | 14,000 | .39 | 38 |
| 25-49 | 14,600 | .34 | 41 |
| 25-54 | 15,700 | .34 | 40 |
| MEN TOTAL | 31,100 | .40 | 39 |
| 18-49 | 26,400 | .42 | 37 |
| 18-34 | 18,400 | .45 | 34 |
| 21-49 | 22,900 | .41 | 38 |
| 25-49 | 17,800 | .39 | 41 |
| 25-54 | 19,000 | .38 | 42 |
| TEENS TOTAL | 8,900 | .37 | 42 |
| CHILD TOTAL | 20,500 | .44 | 40 |
| 6-11 | 12,000 | .45 | 39 |

# ADI MARKETS POPULATION SUMMARY

## WASHINGTON, DC

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,781,100 | 1.94 | 7 |
| PERSONS 2+ | 4,662,700 | 1.94 | 7 |
| 18+ | 3,656,500 | 1.98 | 7 |
| 18-49 | 2,610,900 | 2.16 | 7 |
| 12-24 | 863,200 | 1.88 | 8 |
| 12-34 | 1,784,100 | 2.03 | 8 |
| 18-34 | 1,430,700 | 2.12 | 7 |
| WOMEN TOTAL | 1,899,500 | 1.97 | 7 |
| 18-49 | 1,323,800 | 2.19 | 7 |
| 12-24 | 428,300 | 1.91 | 9 |
| 18-34 | 720,300 | 2.15 | 7 |
| 25-49 | 1,068,100 | 2.23 | 7 |
| 25-54 | 1,190,700 | 2.21 | 7 |
| MEN TOTAL | 1,757,000 | 1.99 | 7 |
| 18-49 | 1,287,100 | 2.13 | 7 |
| 18-34 | 710,400 | 2.08 | 8 |
| 21-49 | 1,190,900 | 2.17 | 7 |
| 25-49 | 1,033,000 | 2.19 | 7 |
| 25-54 | 1,157,300 | 2.18 | 7 |
| TEENS TOTAL | 353,400 | 1.75 | 10 |
| CHILD TOTAL | 652,800 | 1.80 | 10 |
| 6-11 | 377,800 | 1.78 | 10 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 394,200 | 3.98 | 5 |
| PERSONS 2+ | 1,071,700 | 3.76 | 5 |
| 18+ | 811,500 | 4.03 | 4 |
| 18-49 | 606,300 | 4.17 | 3 |
| 12-24 | 224,100 | 3.39 | 5 |
| 12-34 | 445,700 | 3.78 | 5 |
| 18-34 | 354,400 | 4.03 | 4 |
| WOMEN TOTAL | 438,700 | 4.03 | 4 |
| 18-49 | 321,300 | 4.21 | 3 |
| 12-24 | 113,600 | 3.45 | 5 |
| 18-34 | 185,600 | 4.08 | 3 |
| 25-49 | 252,900 | 4.34 | 3 |
| 25-54 | 279,500 | 4.31 | 3 |
| MEN TOTAL | 372,800 | 4.04 | 4 |
| 18-49 | 285,000 | 4.13 | 4 |
| 18-34 | 168,800 | 3.97 | 4 |
| 21-49 | 258,500 | 4.22 | 4 |
| 25-49 | 220,600 | 4.31 | 4 |
| 25-54 | 245,000 | 4.33 | 4 |
| TEENS TOTAL | 91,300 | 3.04 | 6 |
| CHILD TOTAL | 168,900 | 3.17 | 5 |
| 6-11 | 98,000 | 3.13 | 6 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 70,100 | 1.13 | 20 |
| PERSONS 2+ | 245,700 | 1.10 | 19 |
| 18+ | 185,600 | 1.22 | 18 |
| 18-49 | 156,100 | 1.31 | 17 |
| 12-24 | 59,500 | 1.08 | 20 |
| 12-34 | 121,900 | 1.21 | 18 |
| 18-34 | 101,100 | 1.32 | 16 |
| WOMEN TOTAL | 90,300 | 1.21 | 19 |
| 18-49 | 73,100 | 1.29 | 18 |
| 12-24 | 26,600 | 1.03 | 20 |
| 18-34 | 45,300 | 1.27 | 18 |
| 25-49 | 56,300 | 1.32 | 17 |
| 25-54 | 61,300 | 1.31 | 18 |
| MEN TOTAL | 95,300 | 1.23 | 18 |
| 18-49 | 83,000 | 1.33 | 16 |
| 18-34 | 55,800 | 1.36 | 16 |
| 21-49 | 74,900 | 1.34 | 16 |
| 25-49 | 61,100 | 1.33 | 16 |
| 25-54 | 65,300 | 1.31 | 16 |
| TEENS TOTAL | 20,800 | .87 | 21 |
| CHILD TOTAL | 39,300 | .85 | 23 |
| 6-11 | 22,000 | .83 | 23 |

## WATERTOWN-CARTHAGE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 86,400 | .09 | 168 |
| PERSONS 2+ | 244,900 | .10 | 165 |
| 18+ | 184,300 | .10 | 166 |
| 18-49 | 124,000 | .10 | 160 |
| 12-24 | 57,000 | .12 | 156 |
| 12-34 | 97,700 | .11 | 157 |
| 18-34 | 75,700 | .11 | 157 |
| WOMEN TOTAL | 91,500 | .10 | 168 |
| 18-49 | 57,600 | .10 | 165 |
| 12-24 | 25,300 | .11 | 163 |
| 18-34 | 33,900 | .10 | 162 |
| 25-49 | 43,000 | .09 | 168 |
| 25-54 | 48,600 | .09 | 169 |
| MEN TOTAL | 92,800 | .11 | 163 |
| 18-49 | 66,400 | .11 | 158 |
| 18-34 | 41,800 | .12 | 151 |
| 21-49 | 57,200 | .10 | 159 |
| 25-49 | 46,000 | .10 | 164 |
| 25-54 | 51,300 | .10 | 164 |
| TEENS TOTAL | 22,000 | .11 | 168 |
| CHILD TOTAL | 38,600 | .11 | 165 |
| 6-11 | 23,000 | .11 | 168 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,700 | .02 | 159 |
| PERSONS 2+ | 8,600 | .03 | 149 |
| 18+ | 6,900 | .03 | 148 |
| 18-49 | 6,700 | .05 | 140 |
| 12-24 | 3,200 | .05 | 138 |
| 12-34 | 6,200 | .05 | 135 |
| 18-34 | 5,700 | .06 | 129 |
| WOMEN TOTAL | 1,600 | .01 | 158 |
| 18-49 | 1,600 | .02 | 154 |
| 12-24 | 800 | .02 | 153 |
| 18-34 | 1,300 | .03 | 148 |
| 25-49 | 1,000 | .02 | 155 |
| 25-54 | 1,000 | .02 | 155 |
| MEN TOTAL | 5,300 | .06 | 134 |
| 18-49 | 5,100 | .07 | 128 |
| 18-34 | 4,400 | .10 | 119 |
| 21-49 | 4,400 | .07 | 129 |
| 25-49 | 3,000 | .06 | 134 |
| 25-54 | 3,000 | .05 | 138 |
| TEENS TOTAL | 500 | .02 | 158 |
| CHILD TOTAL | 1,200 | .02 | 152 |
| 6-11 | 500 | .02 | 159 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 900 | .01 | 154 |
| PERSONS 2+ | 4,900 | .02 | 142 |
| 18+ | 3,800 | .02 | 134 |
| 18-49 | 3,500 | .03 | 129 |
| 12-24 | 1,500 | .03 | 134 |
| 12-34 | 3,000 | .03 | 129 |
| 18-34 | 2,800 | .04 | 126 |
| WOMEN TOTAL | 900 | .01 | 156 |
| 18-49 | 700 | .01 | 158 |
| 12-24 | 400 | .02 | 151 |
| 18-34 | 600 | .02 | 150 |
| 25-49 | 400 | .01 | 166 |
| 25-54 | 500 | .01 | 160 |
| MEN TOTAL | 2,900 | .04 | 122 |
| 18-49 | 2,800 | .04 | 110 |
| 18-34 | 2,200 | .05 | 104 |
| 21-49 | 2,400 | .04 | 111 |
| 25-49 | 1,800 | .04 | 113 |
| 25-54 | 1,800 | .04 | 118 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 900 | .02 | 140 |
| 6-11 | 500 | .02 | 141 |

## WAUSAU-RHINELANDER

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 160,400 | .17 | 131 |
| PERSONS 2+ | 425,100 | .18 | 130 |
| 18+ | 319,600 | .17 | 130 |
| 18-49 | 194,200 | .16 | 133 |
| 12-24 | 78,400 | .17 | 134 |
| 12-34 | 144,400 | .16 | 133 |
| 18-34 | 105,600 | .16 | 135 |
| WOMEN TOTAL | 163,200 | .17 | 131 |
| 18-49 | 95,300 | .16 | 133 |
| 12-24 | 38,000 | .17 | 134 |
| 18-34 | 51,900 | .16 | 134 |
| 25-49 | 76,100 | .16 | 133 |
| 25-54 | 86,800 | .16 | 134 |
| MEN TOTAL | 156,400 | .18 | 128 |
| 18-49 | 98,900 | .16 | 130 |
| 18-34 | 53,700 | .16 | 134 |
| 21-49 | 90,300 | .16 | 129 |
| 25-49 | 78,500 | .17 | 127 |
| 25-54 | 89,100 | .17 | 127 |
| TEENS TOTAL | 38,800 | .19 | 130 |
| CHILD TOTAL | 67,700 | .19 | 132 |
| 6-11 | 41,200 | .19 | 133 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | | - | 203 |
| PERSONS 2+ | 1,100 | - | 191 |
| 18+ | 900 | - | 188 |
| 18-49 | 900 | .01 | 184 |
| 12-24 | 500 | .01 | 182 |
| 12-34 | 700 | .01 | 186 |
| 18-34 | 500 | .01 | 188 |
| WOMEN TOTAL | | | 202 |
| 18-49 | | | 202 |
| 12-24 | 100 | - | 187 |
| 18-34 | | | 199 |
| 25-49 | | | 198 |
| 25-54 | | | 200 |
| MEN TOTAL | 900 | .01 | 180 |
| 18-49 | 900 | .01 | 177 |
| 18-34 | 500 | .01 | 179 |
| 21-49 | 700 | .01 | 177 |
| 25-49 | 600 | .01 | 176 |
| 25-54 | 600 | .01 | 177 |
| TEENS TOTAL | 200 | .01 | 178 |
| CHILD TOTAL | | | 200 |
| 6-11 | | | 194 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 400 | .01 | 177 |
| PERSONS 2+ | 2,200 | .01 | 172 |
| 18+ | 1,200 | .01 | 178 |
| 18-49 | 1,200 | .01 | 171 |
| 12-24 | 500 | .01 | 177 |
| 12-34 | 700 | .01 | 183 |
| 18-34 | 600 | .01 | 181 |
| WOMEN TOTAL | 400 | .01 | 185 |
| 18-49 | 400 | .01 | 179 |
| 12-24 | 200 | .01 | 171 |
| 18-34 | 200 | .01 | 184 |
| 25-49 | 300 | .01 | 175 |
| 25-54 | 300 | .01 | 176 |
| MEN TOTAL | 800 | .01 | 175 |
| 18-49 | 800 | .01 | 161 |
| 18-34 | 400 | .01 | 173 |
| 21-49 | 800 | .01 | 157 |
| 25-49 | 500 | .01 | 164 |
| 25-54 | 500 | .01 | 166 |
| TEENS TOTAL | 100 | - | 186 |
| CHILD TOTAL | 900 | .02 | 140 |
| 6-11 | 400 | .02 | 149 |

# ADI MARKETS POPULATION SUMMARY

## WEST PALM BEACH-FT. PIERCE-VERO BEACH

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 546,800 | .60 | 46 |
| PERSONS 2+ | 1,274,800 | .53 | 54 |
| 18+ | 1,044,400 | .57 | 47 |
| 18-49 | 536,700 | .44 | 59 |
| 12-24 | 173,500 | .38 | 73 |
| 12-34 | 366,900 | .42 | 65 |
| 18-34 | 287,800 | .43 | 62 |
| WOMEN TOTAL | 548,200 | .57 | 48 |
| 18-49 | 266,300 | .44 | 59 |
| 12-24 | 84,900 | .38 | 74 |
| 18-34 | 141,500 | .42 | 64 |
| 25-49 | 220,100 | .46 | 58 |
| 25-54 | 250,600 | .46 | 58 |
| MEN TOTAL | 496,200 | .56 | 47 |
| 18-49 | 270,400 | .45 | 58 |
| 18-34 | 146,300 | .43 | 62 |
| 21-49 | 251,500 | .46 | 58 |
| 25-49 | 222,200 | .47 | 56 |
| 25-54 | 250,200 | .47 | 57 |
| TEENS TOTAL | 79,100 | .39 | 71 |
| CHILD TOTAL | 151,300 | .42 | 65 |
| 6-11 | 86,700 | .40 | 69 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 45,400 | .46 | 58 |
| PERSONS 2+ | 142,900 | .50 | 54 |
| 18+ | 96,700 | .48 | 55 |
| 18-49 | 70,800 | .49 | 54 |
| 12-24 | 31,700 | .48 | 59 |
| 12-34 | 57,600 | .49 | 54 |
| 18-34 | 41,700 | .47 | 55 |
| WOMEN TOTAL | 50,200 | .46 | 57 |
| 18-49 | 36,000 | .47 | 55 |
| 12-24 | 15,900 | .46 | 57 |
| 18-34 | 21,300 | .47 | 56 |
| 25-49 | 27,900 | .48 | 53 |
| 25-54 | 31,100 | .48 | 53 |
| MEN TOTAL | 46,500 | .50 | 54 |
| 18-49 | 34,800 | .50 | 53 |
| 18-34 | 20,400 | .48 | 54 |
| 21-49 | 31,600 | .52 | 52 |
| 25-49 | 27,100 | .53 | 52 |
| 25-54 | 30,200 | .53 | 52 |
| TEENS TOTAL | 15,900 | .53 | 56 |
| CHILD TOTAL | 30,300 | .57 | 61 |
| 6-11 | 17,300 | .55 | 56 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 26,600 | .43 | 36 |
| PERSONS 2+ | 89,500 | .40 | 37 |
| 18+ | 65,800 | .43 | 34 |
| 18-49 | 49,000 | .41 | 36 |
| 12-24 | 19,500 | .35 | 43 |
| 12-34 | 38,200 | .38 | 41 |
| 18-34 | 30,200 | .39 | 39 |
| WOMEN TOTAL | 30,200 | .40 | 36 |
| 18-49 | 21,700 | .38 | 39 |
| 12-24 | 8,600 | .33 | 44 |
| 18-34 | 12,900 | .36 | 41 |
| 25-49 | 16,900 | .40 | 37 |
| 25-54 | 18,900 | .40 | 36 |
| MEN TOTAL | 35,600 | .46 | 32 |
| 18-49 | 27,300 | .44 | 34 |
| 18-34 | 17,300 | .42 | 37 |
| 21-49 | 24,800 | .44 | 33 |
| 25-49 | 20,600 | .45 | 32 |
| 25-54 | 22,800 | .46 | 32 |
| TEENS TOTAL | 8,000 | .33 | 44 |
| CHILD TOTAL | 15,700 | .34 | 44 |
| 6-11 | 8,600 | .32 | 44 |

## WHEELING-STEUBENVILLE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 142,400 | .16 | 144 |
| PERSONS 2+ | 360,600 | .15 | 147 |
| 18+ | 279,800 | .15 | 144 |
| 18-49 | 159,100 | .13 | 148 |
| 12-24 | 63,700 | .14 | 150 |
| 12-34 | 113,400 | .13 | 151 |
| 18-34 | 81,600 | .12 | 153 |
| WOMEN TOTAL | 149,900 | .16 | 143 |
| 18-49 | 81,100 | .13 | 148 |
| 12-24 | 31,600 | .14 | 150 |
| 18-34 | 41,700 | .12 | 149 |
| 25-49 | 65,000 | .14 | 146 |
| 25-54 | 75,600 | .14 | 146 |
| MEN TOTAL | 129,900 | .15 | 145 |
| 18-49 | 78,000 | .13 | 150 |
| 18-34 | 39,900 | .12 | 155 |
| 21-49 | 70,700 | .13 | 150 |
| 25-49 | 62,200 | .13 | 149 |
| 25-54 | 72,000 | .14 | 148 |
| TEENS TOTAL | 31,800 | .16 | 149 |
| CHILD TOTAL | 49,000 | .14 | 152 |
| 6-11 | 31,100 | .15 | 151 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,200 | .03 | 144 |
| PERSONS 2+ | 8,500 | .03 | 150 |
| 18+ | 5,900 | .03 | 152 |
| 18-49 | 3,700 | .03 | 157 |
| 12-24 | 1,700 | .03 | 159 |
| 12-34 | 3,200 | .03 | 154 |
| 18-34 | 2,200 | .02 | 157 |
| WOMEN TOTAL | 3,200 | .03 | 143 |
| 18-49 | 1,900 | .02 | 148 |
| 12-24 | 800 | .02 | 153 |
| 18-34 | 1,100 | .02 | 151 |
| 25-49 | 1,500 | .03 | 145 |
| 25-54 | 1,600 | .02 | 146 |
| MEN TOTAL | 2,700 | .03 | 157 |
| 18-49 | 1,800 | .03 | 159 |
| 18-34 | 1,100 | .03 | 161 |
| 21-49 | 1,700 | .03 | 159 |
| 25-49 | 1,500 | .03 | 154 |
| 25-54 | 1,800 | .03 | 153 |
| TEENS TOTAL | 1,000 | .03 | 144 |
| CHILD TOTAL | 1,600 | .03 | 145 |
| 6-11 | 800 | .03 | 148 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 300 | - | 188 |
| PERSONS 2+ | 1,100 | - | 194 |
| 18+ | 900 | .01 | 193 |
| 18-49 | 500 | - | 196 |
| 12-24 | 200 | - | 193 |
| 12-34 | 300 | - | 200 |
| 18-34 | 200 | - | 201 |
| WOMEN TOTAL | 400 | .01 | 185 |
| 18-49 | 300 | .01 | 187 |
| 12-24 | 100 | - | 186 |
| 18-34 | 100 | - | 197 |
| 25-49 | 200 | - | 185 |
| 25-54 | 300 | .01 | 176 |
| MEN TOTAL | 500 | .01 | 189 |
| 18-49 | 200 | - | 197 |
| 18-34 | 100 | - | 200 |
| 21-49 | 200 | - | 194 |
| 25-49 | 200 | - | 189 |
| 25-54 | 400 | .01 | 175 |
| TEENS TOTAL | 100 | - | 186 |
| CHILD TOTAL | 100 | - | 201 |
| 6-11 | | | 199 |

## WICHITA-HUTCHINSON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 423,200 | .46 | 61 |
| PERSONS 2+ | 1,066,700 | .44 | 63 |
| 18+ | 797,700 | .43 | 63 |
| 18-49 | 489,400 | .41 | 67 |
| 12-24 | 186,500 | .41 | 67 |
| 12-34 | 362,400 | .41 | 66 |
| 18-34 | 269,700 | .40 | 67 |
| WOMEN TOTAL | 414,400 | .43 | 65 |
| 18-49 | 240,700 | .40 | 68 |
| 12-24 | 90,600 | .40 | 68 |
| 18-34 | 132,200 | .40 | 68 |
| 25-49 | 195,100 | .41 | 65 |
| 25-54 | 220,700 | .41 | 64 |
| MEN TOTAL | 383,300 | .43 | 63 |
| 18-49 | 248,700 | .41 | 66 |
| 18-34 | 137,500 | .40 | 66 |
| 21-49 | 228,400 | .42 | 65 |
| 25-49 | 200,500 | .42 | 64 |
| 25-54 | 225,100 | .42 | 63 |
| TEENS TOTAL | 92,700 | .46 | 63 |
| CHILD TOTAL | 176,300 | .49 | 64 |
| 6-11 | 106,100 | .49 | 65 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 15,400 | .16 | 99 |
| PERSONS 2+ | 43,100 | .15 | 100 |
| 18+ | 29,100 | .14 | 101 |
| 18-49 | 21,500 | .15 | 102 |
| 12-24 | 10,200 | .15 | 103 |
| 12-34 | 18,600 | .16 | 99 |
| 18-34 | 14,100 | .16 | 99 |
| WOMEN TOTAL | 14,500 | .13 | 101 |
| 18-49 | 10,400 | .14 | 103 |
| 12-24 | 5,000 | .15 | 104 |
| 18-34 | 6,600 | .15 | 101 |
| 25-49 | 7,800 | .13 | 100 |
| 25-54 | 8,900 | .14 | 100 |
| MEN TOTAL | 14,600 | .16 | 100 |
| 18-49 | 11,100 | .16 | 100 |
| 18-34 | 7,500 | .18 | 98 |
| 21-49 | 9,800 | .16 | 100 |
| 25-49 | 8,000 | .16 | 100 |
| 25-54 | 8,700 | .15 | 101 |
| TEENS TOTAL | 4,500 | .15 | 100 |
| CHILD TOTAL | 9,500 | .18 | 95 |
| 6-11 | 5,600 | .18 | 95 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 14,500 | .23 | 51 |
| PERSONS 2+ | 51,800 | .23 | 50 |
| 18+ | 32,000 | .21 | 51 |
| 18-49 | 25,700 | .22 | 52 |
| 12-24 | 13,200 | .24 | 49 |
| 12-34 | 23,800 | .24 | 49 |
| 18-34 | 17,700 | .23 | 48 |
| WOMEN TOTAL | 14,200 | .19 | 51 |
| 18-49 | 11,400 | .20 | 52 |
| 12-24 | 5,900 | .23 | 51 |
| 18-34 | 7,800 | .22 | 51 |
| 25-49 | 8,300 | .19 | 51 |
| 25-54 | 9,200 | .20 | 51 |
| MEN TOTAL | 17,800 | .23 | 52 |
| 18-49 | 14,300 | .23 | 52 |
| 18-34 | 9,900 | .24 | 48 |
| 21-49 | 12,800 | .23 | 51 |
| 25-49 | 10,300 | .22 | 52 |
| 25-54 | 11,100 | .22 | 52 |
| TEENS TOTAL | 6,100 | .25 | 49 |
| CHILD TOTAL | 13,700 | .30 | 47 |
| 6-11 | 7,500 | .28 | 48 |

### WICHITA FALLS-LAWTON

TV HOUSEHOLDS 150,900 .16 139

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 397,800 | .17 | 136 |
| 18+ | 299,300 | .16 | 138 |
| 18-49 | 186,900 | .15 | 137 |
| 12-24 | 79,300 | .17 | 133 |
| 12-34 | 144,700 | .16 | 132 |
| 18-34 | 109,600 | .16 | 130 |
| WOMEN TOTAL | 153,500 | .16 | 140 |
| 18-49 | 89,600 | .15 | 141 |
| 12-24 | 35,700 | .16 | 143 |
| 18-34 | 50,600 | .15 | 139 |
| 25-49 | 70,800 | .15 | 141 |
| 25-54 | 80,900 | .15 | 140 |
| MEN TOTAL | 145,800 | .17 | 135 |
| 18-49 | 97,300 | .16 | 131 |
| 18-34 | 59,000 | .17 | 129 |
| 21-49 | 85,700 | .16 | 137 |
| 25-49 | 71,900 | .15 | 139 |
| 25-54 | 80,800 | .15 | 139 |
| TEENS TOTAL | 35,100 | .17 | 141 |
| CHILD TOTAL | 63,400 | .18 | 137 |
| 6-11 | 38,100 | .18 | 139 |

TV HOUSEHOLDS 11,900 .12 107

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 36,400 | .13 | 106 |
| 18+ | 24,700 | .12 | 106 |
| 18-49 | 19,100 | .13 | 105 |
| 12-24 | 10,500 | .16 | 101 |
| 12-34 | 17,600 | .15 | 104 |
| 18-34 | 13,500 | .15 | 101 |
| WOMEN TOTAL | 11,700 | .11 | 109 |
| 18-49 | 8,500 | .11 | 108 |
| 12-24 | 4,200 | .13 | 108 |
| 18-34 | 5,700 | .13 | 107 |
| 25-49 | 6,200 | .11 | 108 |
| 25-54 | 7,100 | .11 | 108 |
| MEN TOTAL | 13,000 | .14 | 104 |
| 18-49 | 10,600 | .15 | 102 |
| 18-34 | 7,800 | .18 | 94 |
| 21-49 | 8,600 | .14 | 105 |
| 25-49 | 6,500 | .13 | 105 |
| 25-54 | 6,900 | .12 | 106 |
| TEENS TOTAL | 4,100 | .14 | 107 |
| CHILD TOTAL | 7,600 | .14 | 103 |
| 6-11 | 4,100 | .13 | 108 |

TV HOUSEHOLDS 8,500 .14 69

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 29,900 | .13 | 68 |
| 18+ | 18,800 | .12 | 70 |
| 18-49 | 15,600 | .13 | 68 |
| 12-24 | 8,000 | .15 | 65 |
| 12-34 | 14,200 | .14 | 65 |
| 18-34 | 10,600 | .14 | 65 |
| WOMEN TOTAL | 8,700 | .12 | 70 |
| 18-49 | 7,100 | .12 | 68 |
| 12-24 | 3,600 | .14 | 65 |
| 18-34 | 4,800 | .13 | 66 |
| 25-49 | 5,200 | .12 | 69 |
| 25-54 | 5,700 | .12 | 69 |
| MEN TOTAL | 10,100 | .13 | 70 |
| 18-49 | 8,500 | .14 | 68 |
| 18-34 | 5,800 | .14 | 65 |
| 21-49 | 7,300 | .13 | 69 |
| 25-49 | 6,000 | .13 | 69 |
| 25-54 | 6,300 | .13 | 70 |
| TEENS TOTAL | 3,600 | .15 | 63 |
| CHILD TOTAL | 7,500 | .16 | 63 |
| 6-11 | 4,100 | .15 | 66 |

### WILKES BARRE-SCRANTON

TV HOUSEHOLDS 518,500 .56 49

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 1,323,400 | .55 | 49 |
| 18+ | 1,044,400 | .57 | 47 |
| 18-49 | 600,700 | .50 | 54 |
| 12-24 | 235,800 | .51 | 55 |
| 12-34 | 429,200 | .49 | 54 |
| 18-34 | 324,700 | .48 | 54 |
| WOMEN TOTAL | 555,500 | .58 | 47 |
| 18-49 | 299,200 | .50 | 54 |
| 12-24 | 116,300 | .52 | 55 |
| 18-34 | 161,700 | .48 | 54 |
| 25-49 | 233,900 | .49 | 55 |
| 25-54 | 268,300 | .50 | 54 |
| MEN TOTAL | 488,900 | .55 | 48 |
| 18-49 | 301,500 | .50 | 54 |
| 18-34 | 163,000 | .48 | 54 |
| 21-49 | 272,500 | .50 | 54 |
| 25-49 | 235,500 | .50 | 54 |
| 25-54 | 268,300 | .51 | 54 |
| TEENS TOTAL | 104,500 | .52 | 55 |
| CHILD TOTAL | 174,500 | .48 | 56 |
| 6-11 | 105,100 | .49 | 57 |

TV HOUSEHOLDS 2,900 .03 146

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 13,500 | .05 | 137 |
| 18+ | 10,500 | .05 | 133 |
| 18-49 | 8,400 | .06 | 130 |
| 12-24 | 3,600 | .05 | 135 |
| 12-34 | 6,900 | .06 | 130 |
| 18-34 | 5,700 | .06 | 129 |
| WOMEN TOTAL | 3,100 | .03 | 144 |
| 18-49 | 2,500 | .03 | 142 |
| 12-24 | 1,400 | .04 | 136 |
| 18-34 | 1,700 | .04 | 139 |
| 25-49 | 1,700 | .03 | 141 |
| 25-54 | 1,800 | .03 | 141 |
| MEN TOTAL | 7,400 | .08 | 125 |
| 18-49 | 5,900 | .09 | 126 |
| 18-34 | 4,000 | .09 | 124 |
| 21-49 | 4,900 | .08 | 127 |
| 25-49 | 4,300 | .08 | 125 |
| 25-54 | 4,600 | .08 | 126 |
| TEENS TOTAL | 1,200 | .04 | 140 |
| CHILD TOTAL | 1,800 | .03 | 144 |
| 6-11 | 1,100 | .04 | 142 |

TV HOUSEHOLDS 2,600 .04 110

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 10,100 | .05 | 104 |
| 18+ | 7,200 | .05 | 104 |
| 18-49 | 5,800 | .05 | 103 |
| 12-24 | 2,500 | .05 | 110 |
| 12-34 | 4,700 | .05 | 106 |
| 18-34 | 3,800 | .05 | 105 |
| WOMEN TOTAL | 3,100 | .04 | 104 |
| 18-49 | 2,300 | .04 | 112 |
| 12-24 | 1,100 | .04 | 108 |
| 18-34 | 1,600 | .04 | 108 |
| 25-49 | 1,600 | .04 | 108 |
| 25-54 | 2,000 | .04 | 104 |
| MEN TOTAL | 4,100 | .05 | 102 |
| 18-49 | 3,500 | .06 | 99 |
| 18-34 | 2,200 | .05 | 104 |
| 21-49 | 3,100 | .06 | 99 |
| 25-49 | 2,600 | .06 | 98 |
| 25-54 | 3,000 | .06 | 95 |
| TEENS TOTAL | 900 | .04 | 106 |
| CHILD TOTAL | 2,000 | .04 | 103 |
| 6-11 | 1,200 | .05 | 102 |

### WILMINGTON

TV HOUSEHOLDS 146,100 .16 143

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 377,700 | .16 | 143 |
| 18+ | 286,900 | .16 | 143 |
| 18-49 | 181,700 | .15 | 141 |
| 12-24 | 75,700 | .16 | 140 |
| 12-34 | 134,000 | .15 | 141 |
| 18-34 | 98,200 | .15 | 143 |
| WOMEN TOTAL | 153,400 | .16 | 141 |
| 18-49 | 93,800 | .16 | 138 |
| 12-24 | 37,900 | .17 | 135 |
| 18-34 | 50,600 | .15 | 139 |
| 25-49 | 73,400 | .15 | 137 |
| 25-54 | 84,000 | .16 | 136 |
| MEN TOTAL | 133,500 | .15 | 143 |
| 18-49 | 87,900 | .15 | 144 |
| 18-34 | 47,600 | .14 | 145 |
| 21-49 | 79,300 | .14 | 143 |
| 25-49 | 68,400 | .14 | 143 |
| 25-54 | 77,800 | .15 | 142 |
| TEENS TOTAL | 35,800 | .18 | 139 |
| CHILD TOTAL | 55,000 | .15 | 148 |
| 6-11 | 33,500 | .16 | 148 |

TV HOUSEHOLDS 32,000 .32 73

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 91,400 | .32 | 73 |
| 18+ | 63,300 | .31 | 72 |
| 18-49 | 41,600 | .29 | 75 |
| 12-24 | 20,900 | .32 | 72 |
| 12-34 | 34,700 | .29 | 76 |
| 18-34 | 23,600 | .27 | 77 |
| WOMEN TOTAL | 35,900 | .33 | 69 |
| 18-49 | 22,800 | .30 | 74 |
| 12-24 | 10,900 | .33 | 71 |
| 18-34 | 13,000 | .29 | 75 |
| 25-49 | 17,500 | .30 | 72 |
| 25-54 | 19,500 | .30 | 73 |
| MEN TOTAL | 27,400 | .30 | 75 |
| 18-49 | 18,800 | .27 | 78 |
| 18-34 | 10,600 | .25 | 79 |
| 21-49 | 16,600 | .27 | 78 |
| 25-49 | 14,300 | .28 | 77 |
| 25-54 | 16,100 | .28 | 77 |
| TEENS TOTAL | 11,100 | .37 | 68 |
| CHILD TOTAL | 17,000 | .32 | 73 |
| 6-11 | 10,000 | .32 | 74 |

TV HOUSEHOLDS 800 .01 155

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| PERSONS 2+ | 2,300 | .01 | 171 |
| 18+ | 1,700 | .01 | 164 |
| 18-49 | 1,400 | .01 | 164 |
| 12-24 | 600 | .01 | 168 |
| 12-34 | 1,300 | .01 | 162 |
| 18-34 | 1,100 | .01 | 157 |
| WOMEN TOTAL | 700 | .01 | 162 |
| 18-49 | 600 | .01 | 164 |
| 12-24 | 200 | .01 | 171 |
| 18-34 | 400 | .01 | 166 |
| 25-49 | 600 | .01 | 149 |
| 25-54 | 600 | .01 | 153 |
| MEN TOTAL | 1,000 | .01 | 165 |
| 18-49 | 800 | .01 | 161 |
| 18-34 | 700 | .02 | 153 |
| 21-49 | 600 | .01 | 169 |
| 25-49 | 400 | .01 | 171 |
| 25-54 | 400 | .01 | 175 |
| TEENS TOTAL | 200 | .01 | 167 |
| CHILD TOTAL | 400 | .01 | 176 |
| 6-11 | 200 | .01 | 173 |

# ADI MARKETS POPULATION SUMMARY

## YAKIMA-PASCO-RICHLAND-KENNEWICK

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 164,900 | .18 | 129 |
| PERSONS 2+ | 442,700 | .18 | 128 |
| 18+ | 323,300 | .18 | 128 |
| 18-49 | 209,700 | .17 | 127 |
| 12-24 | 86,800 | .19 | 126 |
| 12-34 | 156,100 | .18 | 127 |
| 18-34 | 113,900 | .17 | 129 |
| WOMEN TOTAL | 163,600 | .17 | 130 |
| 18-49 | 102,200 | .17 | 128 |
| 12-24 | 41,600 | .19 | 126 |
| 18-34 | 54,800 | .16 | 129 |
| 25-49 | 81,000 | .17 | 127 |
| 25-54 | 91,400 | .17 | 128 |
| MEN TOTAL | 159,700 | .18 | 126 |
| 18-49 | 107,500 | .18 | 126 |
| 18-34 | 59,100 | .17 | 128 |
| 21-49 | 97,500 | .18 | 126 |
| 25-49 | 84,100 | .18 | 125 |
| 25-54 | 94,800 | .18 | 125 |
| TEENS TOTAL | 42,200 | .21 | 122 |
| CHILD TOTAL | 77,200 | .21 | 119 |
| 6-11 | 46,400 | .22 | 119 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,700 | .02 | 159 |
| PERSONS 2+ | 5,300 | .02 | 163 |
| 18+ | 3,600 | .02 | 162 |
| 18-49 | 2,800 | .02 | 164 |
| 12-24 | 1,400 | .02 | 164 |
| 12-34 | 2,300 | .02 | 164 |
| 18-34 | 1,800 | .02 | 163 |
| WOMEN TOTAL | 1,400 | .01 | 163 |
| 18-49 | 1,000 | .01 | 163 |
| 12-24 | 700 | .02 | 158 |
| 18-34 | 600 | .01 | 164 |
| 25-49 | 700 | .01 | 161 |
| 25-54 | 900 | .01 | 158 |
| MEN TOTAL | 2,200 | .02 | 161 |
| 18-49 | 1,800 | .03 | 159 |
| 18-34 | 1,200 | .03 | 159 |
| 21-49 | 1,500 | .02 | 161 |
| 25-49 | 1,200 | .02 | 161 |
| 25-54 | 1,300 | .02 | 161 |
| TEENS TOTAL | 500 | .02 | 158 |
| CHILD TOTAL | 1,200 | .02 | 152 |
| 6-11 | 700 | .02 | 151 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 17,700 | .28 | 48 |
| PERSONS 2+ | 75,300 | .34 | 43 |
| 18+ | 44,600 | .29 | 44 |
| 18-49 | 38,100 | .32 | 44 |
| 12-24 | 20,800 | .38 | 40 |
| 12-34 | 35,400 | .35 | 44 |
| 18-34 | 25,900 | .34 | 43 |
| WOMEN TOTAL | 19,300 | .26 | 48 |
| 18-49 | 16,300 | .29 | 46 |
| 12-24 | 9,300 | .36 | 41 |
| 18-34 | 10,900 | .31 | 45 |
| 25-49 | 11,500 | .27 | 47 |
| 25-54 | 12,400 | .27 | 48 |
| MEN TOTAL | 25,300 | .33 | 43 |
| 18-49 | 21,800 | .35 | 43 |
| 18-34 | 15,000 | .37 | 41 |
| 21-49 | 19,200 | .34 | 43 |
| 25-49 | 15,300 | .33 | 44 |
| 25-54 | 16,300 | .33 | 44 |
| TEENS TOTAL | 9,500 | .40 | 39 |
| CHILD TOTAL | 21,200 | .46 | 37 |
| 6-11 | 12,300 | .46 | 38 |

## YOUNGSTOWN

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 269,300 | .29 | 91 |
| PERSONS 2+ | 688,500 | .29 | 93 |
| 18+ | 530,500 | .29 | 91 |
| 18-49 | 309,700 | .26 | 102 |
| 12-24 | 123,400 | .27 | 102 |
| 12-34 | 223,100 | .25 | 104 |
| 18-34 | 162,200 | .24 | 105 |
| WOMEN TOTAL | 283,200 | .29 | 90 |
| 18-49 | 158,600 | .26 | 99 |
| 12-24 | 60,700 | .27 | 102 |
| 18-34 | 82,900 | .25 | 105 |
| 25-49 | 127,400 | .27 | 93 |
| 25-54 | 146,400 | .27 | 93 |
| MEN TOTAL | 247,300 | .28 | 94 |
| 18-49 | 151,100 | .25 | 104 |
| 18-34 | 79,300 | .23 | 107 |
| 21-49 | 137,500 | .25 | 104 |
| 25-49 | 119,800 | .25 | 101 |
| 25-54 | 137,200 | .26 | 99 |
| TEENS TOTAL | 60,900 | .30 | 92 |
| CHILD TOTAL | 97,100 | .27 | 100 |
| 6-11 | 59,000 | .28 | 99 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 22,000 | .22 | 83 |
| PERSONS 2+ | 59,100 | .21 | 85 |
| 18+ | 40,500 | .20 | 85 |
| 18-49 | 25,700 | .18 | 92 |
| 12-24 | 13,000 | .20 | 90 |
| 12-34 | 21,500 | .18 | 93 |
| 18-34 | 14,500 | .16 | 97 |
| WOMEN TOTAL | 22,800 | .21 | 84 |
| 18-49 | 14,400 | .19 | 88 |
| 12-24 | 6,600 | .20 | 90 |
| 18-34 | 8,000 | .18 | 92 |
| 25-49 | 11,200 | .19 | 85 |
| 25-54 | 12,800 | .20 | 83 |
| MEN TOTAL | 17,700 | .19 | 89 |
| 18-49 | 11,300 | .16 | 99 |
| 18-34 | 6,500 | .15 | 104 |
| 21-49 | 9,900 | .16 | 99 |
| 25-49 | 8,500 | .17 | 96 |
| 25-54 | 9,900 | .17 | 93 |
| TEENS TOTAL | 7,000 | .23 | 86 |
| CHILD TOTAL | 11,600 | .22 | 88 |
| 6-11 | 6,900 | .22 | 87 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,600 | .04 | 110 |
| PERSONS 2+ | 6,100 | .04 | 117 |
| 18+ | 5,200 | .03 | 120 |
| 18-49 | 3,800 | .03 | 125 |
| 12-24 | 1,600 | .03 | 130 |
| 12-34 | 3,000 | .03 | 129 |
| 18-34 | 2,100 | .03 | 134 |
| WOMEN TOTAL | 2,700 | .04 | 114 |
| 18-49 | 2,000 | .04 | 117 |
| 12-24 | 900 | .03 | 113 |
| 18-34 | 1,000 | .03 | 127 |
| 25-49 | 1,600 | .04 | 108 |
| 25-54 | 1,700 | .04 | 113 |
| MEN TOTAL | 2,500 | .03 | 129 |
| 18-49 | 1,800 | .03 | 133 |
| 18-34 | 1,100 | .03 | 138 |
| 21-49 | 1,700 | .03 | 132 |
| 25-49 | 1,500 | .03 | 122 |
| 25-54 | 1,500 | .03 | 127 |
| TEENS TOTAL | 900 | .04 | 106 |
| CHILD TOTAL | 2,000 | .04 | 103 |
| 6-11 | 1,300 | .05 | 97 |

## ZANESVILLE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 30,400 | .03 | 203 |
| PERSONS 2+ | 79,300 | .03 | 205 |
| 18+ | 59,900 | .03 | 205 |
| 18-49 | 37,000 | .03 | 205 |
| 12-24 | 15,300 | .03 | 205 |
| 12-34 | 27,500 | .03 | 205 |
| 18-34 | 20,300 | .03 | 205 |
| WOMEN TOTAL | 32,100 | .03 | 203 |
| 18-49 | 19,000 | .03 | 204 |
| 12-24 | 7,600 | .03 | 204 |
| 18-34 | 10,400 | .03 | 203 |
| 25-49 | 14,900 | .03 | 202 |
| 25-54 | 17,000 | .03 | 202 |
| MEN TOTAL | 27,800 | .03 | 205 |
| 18-49 | 18,000 | .03 | 205 |
| 18-34 | 9,900 | .03 | 205 |
| 21-49 | 16,200 | .03 | 205 |
| 25-49 | 14,000 | .03 | 205 |
| 25-54 | 16,000 | .03 | 204 |
| TEENS TOTAL | 7,200 | .04 | 202 |
| CHILD TOTAL | 12,200 | .03 | 203 |
| 6-11 | 7,400 | .03 | 203 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,200 | .01 | 167 |
| PERSONS 2+ | 3,300 | .01 | 171 |
| 18+ | 2,300 | .01 | 171 |
| 18-49 | 1,600 | .01 | 173 |
| 12-24 | 800 | .01 | 172 |
| 12-34 | 1,300 | .01 | 173 |
| 18-34 | 900 | .01 | 179 |
| WOMEN TOTAL | 1,200 | .01 | 166 |
| 18-49 | 800 | .01 | 169 |
| 12-24 | 400 | .01 | 167 |
| 18-34 | 400 | .01 | 172 |
| 25-49 | 600 | .01 | 165 |
| 25-54 | 600 | .01 | 167 |
| MEN TOTAL | 1,100 | .01 | 175 |
| 18-49 | 800 | .01 | 180 |
| 18-34 | 500 | .01 | 179 |
| 21-49 | 700 | .01 | 177 |
| 25-49 | 600 | .01 | 176 |
| 25-54 | 700 | .01 | 174 |
| TEENS TOTAL | 400 | .01 | 163 |
| CHILD TOTAL | 600 | .01 | 168 |
| 6-11 | 400 | .01 | 166 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | ADI RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 100 | - | 202 |
| PERSONS 2+ | 200 | - | 210 |
| 18+ | 200 | - | 208 |
| 18-49 | 200 | - | 207 |
| 12-24 | 100 | - | 206 |
| 12-34 | 200 | - | 205 |
| 18-34 | 200 | - | 201 |
| WOMEN TOTAL | 100 | - | 207 |
| 18-49 | 100 | - | 207 |
| 12-24 | | | 206 |
| 18-34 | 100 | - | 197 |
| 25-49 | 100 | - | 198 |
| 25-54 | 100 | - | 201 |
| MEN TOTAL | 100 | - | 208 |
| 18-49 | 100 | - | 204 |
| 18-34 | 100 | - | 200 |
| 21-49 | 100 | - | 201 |
| 25-49 | | | 206 |
| 25-54 | | | 207 |
| TEENS TOTAL | | | 195 |
| CHILD TOTAL | | | 206 |
| 6-11 | | | 199 |

## ADI MARKETS POPULATION SUMMARY

### UNITED STATES

| | ALL | BLACK | HISPANIC |
|---|---|---|---|
| TV HOUSEHOLDS | 91,788,100 | 9,902,900 | 6,228,300 |
| | POP IN TVHH & GROUP QUARTERS | POP IN TVHH & GROUP QUARTERS | POP IN TVHH & GROUP QUARTERS |
| PERSONS 2+ | 240,910,200 | 28,469,300 | 22,251,400 |
| 18+ | 184,568,700 | 20,136,900 | 15,229,700 |
| 18-49 | 120,784,600 | 14,544,100 | 11,939,600 |
| 12-24 | 45,918,800 | 6,605,000 | 5,494,300 |
| 12-34 | 87,698,100 | 11,806,200 | 10,055,500 |
| 18-34 | 67,526,200 | 8,804,700 | 7,658,800 |
| WOMEN TOTAL | 96,230,600 | 10,899,100 | 7,470,800 |
| 18-49 | 60,429,100 | 7,639,600 | 5,682,600 |
| 12-24 | 22,441,900 | 3,294,400 | 2,593,000 |
| 18-34 | 33,451,600 | 4,549,000 | 3,558,300 |
| 25-49 | 47,824,900 | 5,826,100 | 4,258,500 |
| 25-54 | 63,948,100 | 6,481,000 | 4,679,100 |
| MEN TOTAL | 88,338,100 | 9,237,800 | 7,768,900 |
| 18-49 | 60,365,500 | 6,904,500 | 6,257,000 |
| 18-34 | 34,074,600 | 4,285,700 | 4,100,500 |
| 21-49 | 54,972,300 | 6,122,800 | 5,591,800 |
| 25-49 | 47,212,800 | 5,114,500 | 4,683,500 |
| 25-54 | 63,013,100 | 5,657,900 | 4,982,100 |
| TEENS TOTAL | 20,171,900 | 3,001,500 | 2,396,700 |
| CHILD TOTAL | 36,169,600 | 5,330,900 | 4,625,000 |
| 6-11 | 21,436,300 | 3,126,400 | 2,664,800 |

# ADI Markets Ranked by Demographic Category

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL TV HOUSEHOLDS** — US TOTAL 91,786,100

| ADI Rank | ADI Market Name | TVHH | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 6,749,500 | 7.35 |
| 2 | LOS ANGELES | 4,883,200 | 5.32 |
| 3 | CHICAGO | 2,999,700 | 3.27 |
| 4 | PHILADELPHIA | 2,637,400 | 2.87 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 2,208,000 | 2.41 |
| 6 | BOSTON | 2,126,300 | 2.32 |
| 7 | WASHINGTON, DC | 1,781,100 | 1.94 |
| 8 | DALLAS-FT. WORTH | 1,763,400 | 1.92 |
| 9 | DETROIT | 1,719,100 | 1.87 |
| 10 | ATLANTA | 1,456,800 | 1.59 |
| 11 | HOUSTON | 1,452,000 | 1.58 |
| 12 | CLEVELAND | 1,421,800 | 1.55 |
| 13 | MINNEAPOLIS-ST. PAUL | 1,380,100 | 1.50 |
| 14 | SEATTLE-TACOMA | 1,379,400 | 1.50 |
| 15 | MIAMI-FT. LAUDERDALE | 1,286,300 | 1.40 |
| 16 | TAMPA-ST. PETERSBURG | 1,243,000 | 1.35 |
| 17 | PITTSBURGH | 1,139,600 | 1.24 |
| 18 | ST. LOUIS | 1,110,900 | 1.21 |
| 19 | SACRAMENTO-STOCKTON | 1,045,700 | 1.14 |
| 20 | PHOENIX | 1,021,800 | 1.11 |
| 21 | DENVER | 1,008,200 | 1.10 |
| 22 | BALTIMORE | 963,900 | 1.05 |
| 23 | ORLANDO-DAYTONA BEACH-MELBOURNE | 926,900 | 1.01 |
| 24 | HARTFORD-NEW HAVEN | 925,600 | 1.01 |
| 25 | SAN DIEGO | 911,200 | .99 |
| 26 | INDIANAPOLIS | 853,200 | .93 |
| 27 | PORTLAND, OR | 839,900 | .92 |
| 28 | MILWAUKEE | 765,300 | .83 |
| 29 | KANSAS CITY | 762,900 | .83 |
| 30 | CINCINNATI | 759,000 | .83 |
| 31 | CHARLOTTE | 740,000 | .81 |
| 32 | RALEIGH-DURHAM | 729,300 | .79 |
| 33 | NASHVILLE | 720,900 | .79 |
| 34 | COLUMBUS, OH | 691,300 | .75 |
| 35 | GREENVILLE-SPARTANBURG-ASHEVILLE | 657,900 | .72 |
| 36 | BUFFALO | 629,400 | .69 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 612,700 | .67 |
| 38 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 607,500 | .66 |
| 39 | MEMPHIS | 597,000 | .65 |
| 40 | NEW ORLEANS | 595,400 | .65 |
| 41 | SAN ANTONIO | 584,900 | .64 |
| 42 | SALT LAKE CITY | 584,600 | .64 |
| 43 | PROVIDENCE-NEW BEDFORD | 571,700 | .62 |
| 44 | OKLAHOMA CITY | 564,900 | .62 |
| 45 | LOUISVILLE | 549,700 | .60 |
| 46 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 546,800 | .60 |
| 47 | HARRISBURG-YORK-LANCASTER-LEBANON | 542,900 | .59 |
| 48 | GREENSBORO-WINSTON SALEM-HIGH POINT | 527,400 | .57 |
| 49 | WILKES BARRE-SCRANTON | 518,500 | .56 |
| 50 | BIRMINGHAM | 505,100 | .55 |
| 51 | ALBANY-SCHENECTADY-TROY | 503,500 | .55 |
| 52 | ALBUQUERQUE | 502,000 | .55 |
| 53 | DAYTON | 498,900 | .54 |
| 54 | JACKSONVILLE | 471,500 | .51 |
| 55 | CHARLESTON-HUNTINGTON | 462,200 | .50 |
| 56 | FLINT-SAGINAW-BAY CITY | 451,500 | .49 |
| 57 | LITTLE ROCK | 449,100 | .49 |
| 58 | TULSA | 443,600 | .48 |
| 59 | FRESNO-VISALIA | 441,700 | .48 |
| 60 | RICHMOND | 436,900 | .48 |
| 61 | WICHITA-HUTCHINSON | 423,200 | .46 |
| 62 | KNOXVILLE | 420,900 | .46 |
| 63 | MOBILE-PENSACOLA | 410,200 | .45 |
| 64 | TOLEDO | 401,300 | .44 |
| 65 | ROANOKE-LYNCHBURG | 389,300 | .42 |
| 66 | SYRACUSE | 381,500 | .42 |
| 67 | GREEN BAY-APPLETON | 380,700 | .41 |
| 68 | AUSTIN, TX | 375,200 | .41 |
| 69 | PORTLAND-POLAND SPRING | 368,800 | .40 |
| 70 | DES MOINES | 366,000 | .40 |
| 71 | SHREVEPORT-TEXARKANA | 362,600 | .40 |
| 72 | ROCHESTER, NY | 358,300 | .39 |
| 73 | OMAHA | 356,700 | .39 |
| 74 | LEXINGTON | 342,300 | .37 |
| 75 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 333,000 | .36 |
| 75 | SPRINGFIELD-DECATUR-CHAMPAIGN | 333,000 | .36 |
| 77 | SPRINGFIELD, MO | 318,900 | .35 |
| 78 | TUCSON | 311,200 | .34 |
| 79 | LAS VEGAS | 310,700 | .34 |
| 80 | SPOKANE | 310,000 | .34 |
| 81 | CHATTANOOGA | 306,900 | .33 |
| 82 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 298,800 | .33 |
| 83 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 298,100 | .32 |
| 83 | JOHNSTOWN-ALTOONA | 298,100 | .32 |
| 85 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 295,100 | .32 |
| 86 | SOUTH BEND-ELKHART | 295,000 | .32 |
| 87 | COLUMBIA, SC | 289,100 | .31 |
| 88 | HUNTSVILLE-DECATUR-FLORENCE | 285,400 | .31 |
| 89 | JACKSON, MS | 276,100 | .30 |
| 90 | FT. MYERS-NAPLES | 275,200 | .30 |
| 91 | YOUNGSTOWN | 269,300 | .29 |
| 92 | MADISON | 265,200 | .29 |
| 93 | EVANSVILLE | 258,200 | .28 |
| 94 | WACO-TEMPLE-BRYAN | 250,200 | .27 |
| 95 | BATON ROUGE | 249,500 | .27 |
| 96 | SPRINGFIELD, MA | 247,700 | .27 |
| 97 | BURLINGTON-PLATTSBURGH | 240,800 | .26 |
| 98 | LINCOLN-HASTINGS-KEARNEY | 238,600 | .26 |
| 99 | COLORADO SPRINGS-PUEBLO | 238,100 | .26 |
| 100 | EL PASO | 237,800 | .26 |
| 101 | SAVANNAH | 232,000 | .25 |
| 102 | FT. WAYNE | 231,500 | .25 |
| 103 | LANSING | 226,300 | .25 |
| 104 | GREENVILLE-NEW BERN-WASHINGTON | 225,900 | .25 |
| 105 | CHARLESTON, SC | 223,100 | .24 |
| 106 | SIOUX FALLS-MITCHELL | 218,600 | .24 |
| 107 | PEORIA-BLOOMINGTON | 217,000 | .24 |
| 108 | FARGO | 212,800 | .23 |
| 109 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 209,000 | .23 |
| 110 | MONTGOMERY-SELMA | 208,000 | .23 |
| 111 | SALINAS-MONTEREY | 207,900 | .23 |
| 112 | AUGUSTA | 203,300 | .22 |
| 113 | TYLER-LONGVIEW-JACKSONVILLE | 199,800 | .22 |
| 114 | MCALLEN-BROWNSVILLE: LRGV | 196,800 | .21 |
| 115 | TALLAHASSEE-THOMASVILLE | 195,300 | .21 |
| 116 | RENO | 191,400 | .21 |
| 117 | EUGENE | 190,300 | .21 |
| 118 | FT. SMITH | 186,600 | .20 |
| 119 | LAFAYETTE, LA | 181,800 | .20 |
| 120 | MACON | 180,200 | .20 |
| 121 | COLUMBUS, GA | 179,700 | .20 |
| 122 | TRAVERSE CITY-CADILLAC | 179,500 | .20 |
| 123 | LA CROSSE-EAU CLAIRE | 173,500 | .19 |
| 124 | COLUMBUS-TUPELO | 170,100 | .19 |
| 125 | CORPUS CHRISTI | 169,400 | .18 |
| 126 | DULUTH-SUPERIOR | 168,200 | .18 |
| 127 | AMARILLO | 166,000 | .18 |
| 128 | MONROE-EL DORADO | 165,700 | .18 |
| 129 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 164,900 | .18 |
| 130 | CHICO-REDDING | 161,800 | .18 |
| 131 | WAUSAU-RHINELANDER | 160,400 | .17 |
| 132 | BAKERSFIELD | 158,600 | .17 |
| 133 | BINGHAMTON | 158,300 | .17 |
| 134 | BEAUMONT-PORT ARTHUR | 156,200 | .17 |
| 135 | ROCKFORD | 155,000 | .17 |
| 136 | TERRE HAUTE | 154,400 | .17 |
| 137 | SIOUX CITY | 151,900 | .17 |
| 138 | FLORENCE-MYRTLE BEACH | 151,000 | .16 |
| 139 | WICHITA FALLS-LAWTON | 150,900 | .16 |
| 140 | ERIE | 150,300 | .16 |
| 141 | TOPEKA | 150,100 | .16 |
| 142 | BOISE | 149,000 | .16 |
| 143 | WILMINGTON | 146,100 | .16 |
| 144 | WHEELING-STEUBENVILLE | 142,400 | .16 |
| 145 | JOPLIN-PITTSBURG | 137,900 | .15 |
| 146 | BLUEFIELD-BECKLEY-OAK HILL | 134,800 | .15 |
| 147 | LUBBOCK | 134,600 | .15 |
| 148 | ROCHESTER-MASON CITY-AUSTIN | 134,400 | .15 |
| 149 | MEDFORD | 133,900 | .15 |
| 150 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 133,900 | .15 |
| 151 | ODESSA-MIDLAND | 133,400 | .15 |
| 152 | COLUMBIA-JEFFERSON CITY | 132,600 | .14 |
| 153 | ALBANY, GA | 131,400 | .14 |
| 154 | SARASOTA | 129,300 | .14 |
| 155 | BANGOR | 123,900 | .13 |
| 156 | QUINCY-HANNIBAL | 108,700 | .12 |
| 157 | ABILENE-SWEETWATER | 107,100 | .12 |
| 158 | BILOXI-GULFPORT-PASCAGOULA | 106,600 | .12 |
| 159 | CLARKSBURG-WESTON | 104,900 | .11 |
| 160 | IDAHO FALLS-POCATELLO | 104,800 | .11 |
| 161 | UTICA | 103,900 | .11 |
| 162 | PANAMA CITY | 96,700 | .11 |
| 163 | SALISBURY | 95,300 | .10 |
| 164 | LAUREL-HATTIESBURG | 94,300 | .10 |
| 165 | GAINESVILLE | 90,000 | .10 |
| 166 | DOTHAN | 88,900 | .10 |
| 167 | HARRISONBURG | 88,000 | .10 |
| 168 | WATERTOWN-CARTHAGE | 86,400 | .09 |
| 169 | ELMIRA | 86,300 | .09 |
| 170 | PALM SPRINGS | 85,700 | .09 |
| 171 | RAPID CITY | 84,600 | .09 |
| 172 | BILLINGS-HARDIN | 84,000 | .09 |
| 173 | ALEXANDRIA, LA | 83,600 | .09 |
| 174 | LAKE CHARLES | 80,400 | .09 |
| 175 | GREENWOOD-GREENVILLE | 73,700 | .08 |
| 176 | JONESBORO | 71,800 | .08 |
| 177 | MISSOULA | 71,300 | .08 |
| 178 | ARDMORE-ADA | 69,500 | .08 |
| 179 | GRAND JUNCTION-DURANGO | 67,400 | .07 |
| 180 | EL CENTRO-YUMA | 67,300 | .07 |
| 181 | MERIDIAN | 64,900 | .07 |
| 182 | GREAT FALLS | 61,800 | .07 |
| 183 | JACKSON, TN | 57,400 | .06 |
| 184 | PARKERSBURG | 56,600 | .06 |
| 185 | TUSCALOOSA | 55,900 | .06 |
| 186 | MARQUETTE | 55,700 | .06 |
| 187 | EUREKA | 53,400 | .06 |
| 188 | SAN ANGELO | 48,900 | .05 |
| 189 | ST. JOSEPH | 48,700 | .05 |
| 190 | BUTTE | 48,600 | .05 |
| 191 | BOWLING GREEN | 46,000 | .05 |
| 192 | HAGERSTOWN | 46,200 | .05 |
| 193 | LAFAYETTE, IN | 45,100 | .05 |
| 194 | ANNISTON | 43,000 | .05 |
| 195 | CHEYENNE-SCOTTSBLUFF (STERLING) | 41,600 | .05 |
| 196 | CHARLOTTESVILLE | 40,800 | .04 |
| 197 | CASPER-RIVERTON | 39,800 | .04 |
| 198 | LIMA | 38,900 | .04 |
| 199 | LAREDO | 38,000 | .04 |
| 200 | TWIN FALLS | 35,800 | .04 |
| 201 | OTTUMWA-KIRKSVILLE | 33,600 | .04 |
| 202 | PRESQUE ISLE | 30,500 | .03 |
| 203 | ZANESVILLE | 30,400 | .03 |
| 204 | MANKATO | 29,900 | .03 |
| 205 | FLAGSTAFF | 29,400 | .03 |
| 206 | BEND | 28,500 | .03 |
| 207 | VICTORIA | 26,800 | .03 |
| 208 | HELENA | 18,300 | .02 |
| 209 | NORTH PLATTE | 17,600 | .02 |
| 210 | ALPENA | 15,700 | .02 |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK TV HOUSEHOLDS

US TOTAL 9,902,900

| ADI Rank | ADI Market Name | TVHH | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,022,000 | 10.32 |
| 2 | CHICAGO | 505,000 | 5.10 |
| 3 | LOS ANGELES | 408,700 | 4.13 |
| 4 | PHILADELPHIA | 397,400 | 4.01 |
| 5 | WASHINGTON, DC | 394,200 | 3.98 |
| 6 | DETROIT | 341,600 | 3.45 |
| 7 | ATLANTA | 316,200 | 3.19 |
| 8 | HOUSTON | 240,600 | 2.43 |
| 9 | BALTIMORE | 219,400 | 2.22 |
| 10 | DALLAS-FT. WORTH | 212,800 | 2.15 |
| 11 | RALEIGH-DURHAM | 194,300 | 1.96 |
| 12 | MEMPHIS | 194,000 | 1.96 |
| 13 | SAN FRANCISCO-OAKLAND-SAN JOSE | 178,900 | 1.81 |
| 14 | MIAMI-FT LAUDERDALE | 178,400 | 1.80 |
| 15 | CLEVELAND | 177,500 | 1.79 |
| 16 | NEW ORLEANS | 166,800 | 1.68 |
| 17 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 166,400 | 1.68 |
| 18 | ST. LOUIS | 146,900 | 1.48 |
| 19 | CHARLOTTE | 120,500 | 1.22 |
| 20 | RICHMOND | 120,100 | 1.21 |
| 21 | BIRMINGHAM | 108,300 | 1.09 |
| 22 | JACKSON, MS | 107,300 | 1.08 |
| 23 | COLUMBIA, SC | 94,200 | .95 |
| 24 | SHREVEPORT-TEXARKANA | 91,700 | .93 |
| 25 | TAMPA-ST PETERSBURG | 90,100 | .91 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 87,700 | .89 |
| 27 | JACKSONVILLE | 83,700 | .85 |
| 28 | GREENVILLE-SPARTANBURG-ASHEVILLE | 82,700 | .84 |
| 29 | BOSTON | 81,500 | .82 |
| 30 | NASHVILLE | 79,700 | .80 |
| 31 | MOBILE-PENSACOLA | 78,400 | .79 |
| 32 | ORLANDO-DAYTONA BEACH-MELBOURNE | 78,200 | .79 |
| 33 | CINCINNATI | 77,500 | .78 |
| 34 | KANSAS CITY | 75,500 | .76 |
| 35 | MONTGOMERY-SELMA | 75,200 | .76 |
| 36 | INDIANAPOLIS | 73,400 | .74 |
| 37 | BATON ROUGE | 71,900 | .73 |
| 38 | MILWAUKEE | 71,000 | .72 |
| 39 | LITTLE ROCK | 70,000 | .71 |
| 40 | PITTSBURGH | 69,800 | .70 |
| 41 | AUGUSTA | 66,100 | .67 |
| 41 | CHARLESTON, SC | 66,100 | .67 |
| 43 | SAVANNAH | 65,300 | .66 |
| 44 | HARTFORD-NEW HAVEN | 64,300 | .65 |
| 45 | COLUMBUS, OH | 61,600 | .62 |
| 46 | COLUMBUS, GA | 61,100 | .62 |
| 47 | GREENVILLE-NEW BERN-WASHINGTON | 59,900 | .60 |
| 48 | MACON | 57,900 | .58 |
| 49 | ROANOKE-LYNCHBURG | 53,400 | .54 |
| 50 | SACRAMENTO-STOCKTON | 52,900 | .53 |
| 51 | LOUISVILLE | 52,500 | .53 |
| 52 | TALLAHASSEE-THOMASVILLE | 51,600 | .52 |
| 53 | SAN DIEGO | 50,600 | .51 |
| 54 | BUFFALO | 48,800 | .49 |
| 55 | DAYTON | 48,500 | .49 |
| 56 | MONROE-EL DORADO | 47,500 | .48 |
| 57 | SEATTLE-TACOMA | 47,300 | .48 |
| 58 | WEST PALM BEACH-FT PIERCE-VERO BEACH | 45,400 | .46 |
| 59 | COLUMBUS-TUPELO | 44,800 | .45 |
| 60 | FLINT-SAGINAW-BAY CITY | 43,100 | .44 |
| 61 | FLORENCE-MYRTLE BEACH | 42,500 | .43 |
| 62 | ALBANY, GA | 41,900 | .42 |
| 63 | LAFAYETTE, LA | 40,800 | .41 |
| 64 | OKLAHOMA CITY | 39,700 | .40 |
| 65 | GREENWOOD-GREENVILLE | 39,400 | .40 |
| 66 | DENVER | 38,500 | .39 |
| 67 | WACO-TEMPLE-BRYAN | 36,000 | .36 |
| 68 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 35,400 | .36 |
| 69 | SAN ANTONIO | 34,500 | .35 |
| 70 | TYLER-LONGVIEW-JACKSONVILLE | 33,400 | .34 |
| 71 | BEAUMONT-PORT ARTHUR | 32,200 | .33 |
| 72 | MINNEAPOLIS-ST. PAUL | 32,100 | .32 |
| 73 | WILMINGTON | 32,000 | .32 |
| 74 | HUNTSVILLE-DECATUR-FLORENCE | 30,900 | .31 |
| 75 | ROCHESTER, NY | 30,400 | .31 |
| 76 | AUSTIN, TX | 29,900 | .30 |
| 77 | TULSA | 28,900 | .29 |
| 78 | PHOENIX | 27,500 | .28 |
| 79 | TOLEDO | 26,100 | .26 |
| 80 | LAS VEGAS | 25,000 | .25 |
| 81 | CHATTANOOGA | 24,900 | .25 |
| 82 | LAUREL-HATTIESBURG | 24,300 | .25 |
| 83 | YOUNGSTOWN | 22,000 | .22 |
| 84 | MERIDIAN | 21,900 | .22 |
| 85 | HARRISBURG-YORK-LANCASTER-LEBANON | 20,400 | .21 |
| 86 | SOUTH BEND-ELKHART | 20,200 | .20 |
| 87 | BILOXI-GULFPORT-PASCAGOULA | 19,100 | .19 |
| 88 | LEXINGTON | 19,000 | .19 |
| 89 | SPRINGFIELD-DECATUR-CHAMPAIGN | 18,700 | .19 |
| 90 | ALEXANDRIA, LA | 18,300 | .18 |
| 91 | OMAHA | 18,200 | .18 |
| 92 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 18,000 | .18 |
| 93 | FRESNO-VISALIA | 16,900 | .17 |
| 93 | SALISBURY | 16,900 | .17 |
| 95 | KNOXVILLE | 16,500 | .17 |
| 96 | ALBANY-SCHENECTADY-TROY | 16,300 | .16 |
| 97 | DOTHAN | 16,100 | .16 |
| 98 | SYRACUSE | 15,900 | .16 |
| 99 | LAKE CHARLES | 15,400 | .16 |
| 99 | WICHITA-HUTCHINSON | 15,400 | .16 |
| 101 | PORTLAND, OR | 14,900 | .15 |
| 102 | PROVIDENCE-NEW BEDFORD | 14,500 | .15 |
| 103 | LANSING | 13,700 | .14 |
| 104 | GAINESVILLE | 12,900 | .13 |
| 105 | TUSCALOOSA | 12,700 | .13 |
| 106 | SPRINGFIELD, MA | 12,000 | .12 |
| 107 | WICHITA FALLS-LAWTON | 11,900 | .12 |
| 108 | FT. MYERS-NAPLES | 11,100 | .11 |
| 108 | PANAMA CITY | 11,100 | .11 |
| 110 | COLORADO SPRINGS-PUEBLO | 10,700 | .11 |
| 111 | CHARLESTON-HUNTINGTON | 10,500 | .11 |
| 111 | FT. WAYNE | 10,500 | .11 |
| 111 | JACKSON, TN | 10,500 | .11 |
| 114 | PEORIA-BLOOMINGTON | 10,100 | .10 |
| 115 | EVANSVILLE | 9,700 | .10 |
| 116 | TOPEKA | 9,100 | .09 |
| 117 | ROCKFORD | 9,000 | .09 |
| 117 | TUCSON | 9,000 | .09 |
| 119 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 8,300 | .08 |
| 120 | ALBUQUERQUE | 8,200 | .08 |
| 121 | BAKERSFIELD | 8,100 | .08 |
| 122 | EL PASO | 7,800 | .08 |
| 123 | BLUEFIELD-BECKLEY-OAK HILL | 7,600 | .08 |
| 124 | LUBBOCK | 7,500 | .08 |
| 125 | ANNISTON | 7,100 | .07 |
| 126 | SALINAS-MONTEREY | 6,800 | .07 |
| 127 | DES MOINES | 6,400 | .06 |
| 128 | COLUMBIA-JEFFERSON CITY | 6,300 | .06 |
| 129 | ODESSA-MIDLAND | 5,700 | .06 |
| 130 | CORPUS CHRISTI | 5,600 | .06 |
| 130 | MADISON | 5,600 | .06 |
| 132 | AMARILLO | 5,500 | .06 |
| 133 | CHARLOTTESVILLE | 5,200 | .05 |
| 134 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 4,800 | .05 |
| 134 | ERIE | 4,800 | .05 |
| 136 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 4,400 | .04 |
| 137 | ABILENE-SWEETWATER | 4,200 | .04 |
| 138 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 4,000 | .04 |
| 138 | SARASOTA | 4,000 | .04 |
| 140 | SALT LAKE CITY | 3,900 | .04 |
| 141 | LIMA | 3,600 | .04 |
| 142 | FT. SMITH | 3,500 | .04 |
| 143 | HARRISONBURG | 3,300 | .03 |
| 144 | WHEELING-STEUBENVILLE | 3,200 | .03 |
| 145 | UTICA | 3,000 | .03 |
| 146 | ARDMORE-ADA | 2,900 | .03 |
| 146 | WILKES BARRE-SCRANTON | 2,900 | .03 |
| 148 | RENO | 2,700 | .03 |
| 148 | SPRINGFIELD, MO | 2,700 | .03 |
| 150 | JOHNSTOWN-ALTOONA | 2,600 | .03 |
| 151 | BOWLING GREEN | 2,500 | .03 |
| 152 | JONESBORO | 2,100 | .02 |
| 152 | PALM SPRINGS | 2,100 | .02 |
| 152 | TERRE HAUTE | 2,100 | .02 |
| 155 | SPOKANE | 2,000 | .02 |
| 156 | BINGHAMTON | 1,800 | .02 |
| 156 | ELMIRA | 1,800 | .02 |
| 156 | QUINCY-HANNIBAL | 1,800 | .02 |
| 159 | EL CENTRO-YUMA | 1,700 | .02 |
| 159 | VICTORIA | 1,700 | .02 |
| 159 | WATERTOWN-CARTHAGE | 1,700 | .02 |
| 159 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 1,700 | .02 |
| 163 | JOPLIN-PITTSBURG | 1,500 | .02 |
| 163 | LINCOLN-HASTINGS-KEARNEY | 1,500 | .02 |
| 163 | SAN ANGELO | 1,500 | .02 |
| 166 | CHICO-REDDING | 1,300 | .01 |
| 167 | HAGERSTOWN | 1,200 | .01 |
| 167 | ZANESVILLE | 1,200 | .01 |
| 169 | CLARKSBURG-WESTON | 1,100 | .01 |
| 169 | PORTLAND-POLAND SPRING | 1,100 | .01 |
| 171 | BURLINGTON-PLATTSBURGH | 1,000 | .01 |
| 172 | ST. JOSEPH | 900 | .01 |
| 173 | CHEYENNE-SCOTTSBLUFF (STERLING) | 800 | .01 |
| 173 | EUGENE | 800 | .01 |
| 173 | LAFAYETTE, IN | 800 | .01 |
| 173 | TRAVERSE CITY-CADILLAC | 800 | .01 |
| 177 | BOISE | 700 | .01 |
| 177 | FARGO | 700 | .01 |
| 177 | SIOUX CITY | 700 | .01 |
| 180 | PARKERSBURG | 600 | .01 |
| 180 | RAPID CITY | 600 | .01 |
| 182 | FLAGSTAFF | 500 | .01 |
| 182 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 500 | .01 |
| 184 | MCALLEN-BROWNSVILLE: LRGV | 400 | - |
| 184 | MEDFORD | 400 | - |
| 186 | DULUTH-SUPERIOR | 300 | - |
| 186 | EUREKA | 300 | - |
| 186 | GREAT FALLS | 300 | - |
| 186 | GREEN BAY-APPLETON | 300 | - |
| 186 | IDAHO FALLS-POCATELLO | 300 | - |
| 186 | ROCHESTER-MASON CITY-AUSTIN | 300 | - |
| 186 | SIOUX FALLS-MITCHELL | 300 | - |
| 193 | BANGOR | 200 | - |
| 193 | BILLINGS-HARDIN | 200 | - |
| 193 | CASPER-RIVERTON | 200 | - |
| 193 | MARQUETTE | 200 | - |
| 193 | OTTUMWA-KIRKSVILLE | 200 | - |
| 193 | PRESQUE ISLE | 200 | - |
| 199 | GRAND JUNCTION-DURANGO | 100 | - |
| 199 | LA CROSSE-EAU CLAIRE | 100 | - |
| 199 | MANKATO | 100 | - |
| 199 | MISSOULA | 100 | - |
| 203 | ALPENA | | |
| 203 | BEND | | |
| 203 | BUTTE | | |
| 203 | HELENA | | |
| 203 | LAREDO | | |
| 203 | NORTH PLATTE | | |
| 203 | TWIN FALLS | | |
| 203 | WAUSAU-RHINELANDER | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC TV HOUSEHOLDS

US TOTAL 6,228,300

| ADI Rank | ADI Market Name | TVHH | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,140,100 | 18.31 |
| 2 | NEW YORK | 867,900 | 13.93 |
| 3 | MIAMI-FT.LAUDERDALE | 381,900 | 6.13 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 246,500 | 3.96 |
| 5 | CHICAGO | 238,900 | 3.84 |
| 6 | SAN ANTONIO | 234,200 | 3.76 |
| 7 | HOUSTON | 228,500 | 3.67 |
| 8 | ALBUQUERQUE | 157,100 | 2.52 |
| 9 | DALLAS-FT. WORTH | 156,200 | 2.51 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 150,500 | 2.42 |
| 11 | EL PASO | 138,100 | 2.22 |
| 12 | SAN DIEGO | 132,800 | 2.13 |
| 13 | FRESNO-VISALIA | 120,200 | 1.93 |
| 14 | PHOENIX | 118,300 | 1.90 |
| 15 | SACRAMENTO-STOCKTON | 115,200 | 1.85 |
| 16 | DENVER | 91,600 | 1.47 |
| 17 | PHILADELPHIA | 84,500 | 1.36 |
| 18 | CORPUS CHRISTI | 79,200 | 1.27 |
| 19 | BOSTON | 70,900 | 1.14 |
| 20 | WASHINGTON, DC | 70,100 | 1.13 |
| 21 | TUCSON | 63,200 | 1.01 |
| 22 | TAMPA-ST.PETERSBURG | 61,100 | .98 |
| 23 | AUSTIN, TX | 57,500 | .92 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 45,900 | .74 |
| 25 | HARTFORD-NEW HAVEN | 44,200 | .71 |
| 26 | SALINAS-MONTEREY | 42,400 | .68 |
| 27 | BAKERSFIELD | 35,500 | .57 |
| 28 | ODESSA-MIDLAND | 34,800 | .56 |
| 29 | LAREDO | 34,100 | .55 |
| 30 | COLORADO SPRINGS-PUEBLO | 32,700 | .53 |
| 30 | SEATTLE-TACOMA | 32,700 | .53 |
| 32 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 31,200 | .50 |
| 33 | LUBBOCK | 29,200 | .47 |
| 34 | EL CENTRO-YUMA | 28,800 | .46 |
| 35 | DETROIT | 27,600 | .44 |
| 36 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 26,800 | .43 |
| 37 | LAS VEGAS | 26,700 | .43 |
| 38 | SALT LAKE CITY | 26,500 | .43 |
| 39 | WACO-TEMPLE-BRYAN | 24,200 | .39 |
| 40 | PALM SPRINGS | 23,900 | .38 |
| 41 | AMARILLO | 22,900 | .37 |
| 42 | ATLANTA | 22,000 | .35 |
| 43 | PORTLAND, OR | 21,900 | .35 |
| 44 | MILWAUKEE | 19,800 | .32 |
| 45 | NEW ORLEANS | 19,700 | .32 |
| 46 | CLEVELAND | 19,000 | .31 |
| 47 | PROVIDENCE-NEW BEDFORD | 18,600 | .30 |
| 48 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 17,700 | .28 |
| 49 | SPRINGFIELD, MA | 15,600 | .25 |
| 50 | KANSAS CITY | 15,000 | .24 |
| 51 | WICHITA-HUTCHINSON | 14,500 | .23 |
| 52 | OKLAHOMA CITY | 13,200 | .21 |
| 53 | FT. MYERS-NAPLES | 12,800 | .21 |
| 54 | RENO | 12,600 | .20 |
| 55 | ABILENE-SWEETWATER | 12,400 | .20 |
| 56 | MINNEAPOLIS-ST. PAUL | 12,300 | .20 |
| 57 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 11,500 | .18 |
| 58 | TOLEDO | 11,100 | .18 |
| 59 | SAN ANGELO | 10,500 | .17 |
| 60 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 10,000 | .16 |
| 61 | BALTIMORE | 9,900 | .16 |
| 61 | RALEIGH-DURHAM | 9,900 | .16 |
| 63 | BUFFALO | 9,800 | .16 |
| 64 | FLINT-SAGINAW-BAY CITY | 9,400 | .15 |
| 64 | HARRISBURG-YORK-LANCASTER-LEBANON | 9,400 | .15 |
| 64 | JACKSONVILLE | 9,400 | .15 |
| 64 | ROCHESTER, NY | 9,400 | .15 |
| 68 | ST. LOUIS | 9,000 | .14 |
| 69 | WICHITA FALLS-LAWTON | 8,500 | .14 |
| 70 | CHICO-REDDING | 8,300 | .13 |
| 71 | SPOKANE | 7,700 | .12 |
| 72 | BOISE | 7,500 | .12 |
| 73 | TYLER-LONGVIEW-JACKSONVILLE | 7,400 | .12 |
| 74 | VICTORIA | 7,300 | .12 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 7,000 | .11 |
| 76 | ALBANY-SCHENECTADY-TROY | 6,200 | .10 |
| 77 | INDIANAPOLIS | 5,900 | .09 |
| 77 | TULSA | 5,900 | .09 |
| 79 | OMAHA | 5,600 | .09 |
| 80 | LANSING | 5,500 | .09 |
| 81 | IDAHO FALLS-POCATELLO | 5,400 | .09 |
| 82 | PITTSBURGH | 5,300 | .09 |
| 83 | BEAUMONT-PORT ARTHUR | 5,100 | .08 |
| 84 | GRAND JUNCTION-DURANGO | 4,900 | .08 |
| 85 | CHARLOTTE | 4,800 | .08 |
| 86 | MOBILE-PENSACOLA | 4,700 | .08 |
| 87 | SHREVEPORT-TEXARKANA | 4,600 | .07 |
| 88 | TOPEKA | 4,500 | .07 |
| 89 | SYRACUSE | 4,300 | .07 |
| 90 | NASHVILLE | 4,200 | .07 |
| 91 | CHEYENNE-SCOTTSBLUFF (STERLING) | 4,000 | .06 |
| 91 | COLUMBUS, OH | 4,000 | .06 |
| 91 | MEDFORD | 4,000 | .06 |
| 94 | SOUTH BEND-ELKHART | 3,800 | .06 |
| 95 | EUGENE | 3,400 | .05 |
| 96 | ROCKFORD | 3,300 | .05 |
| 97 | GREENVILLE-SPARTANBURG-ASHEVILLE | 3,200 | .05 |
| 98 | BATON ROUGE | 3,100 | .05 |
| 98 | GREENVILLE-NEW BERN-WASHINGTON | 3,100 | .05 |
| 100 | GREENSBORO-WINSTON SALEM-HIGH POINT | 3,000 | .05 |
| 100 | MEMPHIS | 3,000 | .05 |
| 100 | RICHMOND | 3,000 | .05 |
| 103 | DAYTON | 2,900 | .05 |
| 103 | FT. WAYNE | 2,900 | .05 |
| 103 | SAVANNAH | 2,900 | .05 |
| 106 | CINCINNATI | 2,800 | .04 |
| 106 | GAINESVILLE | 2,800 | .04 |
| 108 | DES MOINES | 2,700 | .04 |
| 108 | TALLAHASSEE-THOMASVILLE | 2,700 | .04 |
| 110 | FLAGSTAFF | 2,600 | .04 |
| 110 | LOUISVILLE | 2,600 | .04 |
| 110 | WILKES BARRE-SCRANTON | 2,600 | .04 |
| 110 | YOUNGSTOWN | 2,600 | .04 |
| 114 | LINCOLN-HASTINGS-KEARNEY | 2,500 | .04 |
| 115 | COLUMBUS, GA | 2,300 | .04 |
| 115 | MADISON | 2,300 | .04 |
| 117 | COLUMBIA, SC | 2,200 | .04 |
| 118 | CHARLESTON, SC | 2,100 | .03 |
| 118 | LITTLE ROCK | 2,100 | .03 |
| 118 | SARASOTA | 2,100 | .03 |
| 118 | SPRINGFIELD-DECATUR-CHAMPAIGN | 2,100 | .03 |
| 122 | LAFAYETTE, LA | 2,000 | .03 |
| 123 | EUREKA | 1,900 | .03 |
| 124 | CHATTANOOGA | 1,800 | .03 |
| 124 | GREEN BAY-APPLETON | 1,800 | .03 |
| 124 | PEORIA-BLOOMINGTON | 1,800 | .03 |
| 127 | HUNTSVILLE-DECATUR-FLORENCE | 1,700 | .03 |
| 128 | AUGUSTA | 1,600 | .03 |
| 128 | BILLINGS-HARDIN | 1,600 | .03 |
| 128 | PORTLAND-POLAND SPRING | 1,600 | .03 |
| 128 | SPRINGFIELD, MO | 1,600 | .03 |
| 128 | TWIN FALLS | 1,600 | .03 |
| 133 | ALEXANDRIA, LA | 1,500 | .02 |
| 133 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,500 | .02 |
| 133 | FT. SMITH | 1,500 | .02 |
| 136 | BIRMINGHAM | 1,400 | .02 |
| 136 | SIOUX CITY | 1,400 | .02 |
| 138 | BURLINGTON-PLATTSBURGH | 1,300 | .02 |
| 138 | ROANOKE-LYNCHBURG | 1,300 | .02 |
| 140 | BILOXI-GULFPORT-PASCAGOULA | 1,200 | .02 |
| 140 | BINGHAMTON | 1,200 | .02 |
| 140 | CASPER-RIVERTON | 1,200 | .02 |
| 140 | FARGO | 1,200 | .02 |
| 140 | RAPID CITY | 1,200 | .02 |
| 145 | KNOXVILLE | 1,100 | .02 |
| 145 | LEXINGTON | 1,100 | .02 |
| 145 | UTICA | 1,100 | .02 |
| 148 | ERIE | 1,000 | .02 |
| 148 | JOHNSTOWN-ALTOONA | 1,000 | .02 |
| 148 | JOPLIN-PITTSBURG | 1,000 | .02 |
| 148 | MACON | 1,000 | .02 |
| 148 | PANAMA CITY | 1,000 | .02 |
| 148 | ROCHESTER-MASON CITY-AUSTIN | 1,000 | .02 |
| 154 | WATERTOWN-CARTHAGE | 900 | .01 |
| 155 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 800 | .01 |
| 155 | SALISBURY | 800 | .01 |
| 155 | WILMINGTON | 800 | .01 |
| 158 | ALBANY, GA | 700 | .01 |
| 158 | CHARLESTON-HUNTINGTON | 700 | .01 |
| 158 | EVANSVILLE | 700 | .01 |
| 158 | JACKSON, MS | 700 | .01 |
| 158 | LAKE CHARLES | 700 | .01 |
| 158 | MISSOULA | 700 | .01 |
| 158 | MONROE-EL DORADO | 700 | .01 |
| 158 | MONTGOMERY-SELMA | 700 | .01 |
| 166 | ARDMORE-ADA | 600 | .01 |
| 166 | COLUMBIA-JEFFERSON CITY | 600 | .01 |
| 166 | DOTHAN | 600 | .01 |
| 166 | LAFAYETTE, IN | 600 | .01 |
| 166 | NORTH PLATTE | 600 | .01 |
| 171 | BUTTE | 500 | .01 |
| 171 | FLORENCE-MYRTLE BEACH | 500 | .01 |
| 171 | GREAT FALLS | 500 | .01 |
| 171 | HARRISONBURG | 500 | .01 |
| 171 | LA CROSSE-EAU CLAIRE | 500 | .01 |
| 171 | ST. JOSEPH | 500 | .01 |
| 177 | BEND | 400 | .01 |
| 177 | CHARLOTTESVILLE | 400 | .01 |
| 177 | CLARKSBURG-WESTON | 400 | .01 |
| 177 | COLUMBUS-TUPELO | 400 | .01 |
| 177 | DULUTH-SUPERIOR | 400 | .01 |
| 177 | ELMIRA | 400 | .01 |
| 177 | LAUREL-HATTIESBURG | 400 | .01 |
| 177 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 400 | .01 |
| 177 | QUINCY-HANNIBAL | 400 | .01 |
| 177 | TRAVERSE CITY-CADILLAC | 400 | .01 |
| 177 | WAUSAU-RHINELANDER | 400 | .01 |
| 188 | ANNISTON | 300 | - |
| 188 | BANGOR | 300 | - |
| 188 | BLUEFIELD-BECKLEY-OAK HILL | 300 | - |
| 188 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 300 | - |
| 188 | LIMA | 300 | - |
| 188 | SIOUX FALLS-MITCHELL | 300 | - |
| 188 | TERRE HAUTE | 300 | - |
| 188 | TUSCALOOSA | 300 | - |
| 188 | WHEELING-STEUBENVILLE | 300 | - |
| 197 | GREENWOOD-GREENVILLE | 200 | - |
| 197 | HAGERSTOWN | 200 | - |
| 197 | HELENA | 200 | - |
| 197 | MANKATO | 200 | - |
| 197 | PARKERSBURG | 200 | - |
| 202 | BOWLING GREEN | 100 | - |
| 202 | JACKSON, TN | 100 | - |
| 202 | JONESBORO | 100 | - |
| 202 | MARQUETTE | 100 | - |
| 202 | MERIDIAN | 100 | - |
| 202 | OTTUMWA-KIRKSVILLE | 100 | - |
| 202 | PRESQUE ISLE | 100 | - |
| 202 | ZANESVILLE | 100 | - |
| 210 | ALPENA | | |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL PERSONS 2+** — US TOTAL 240,910,200

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 17,963,400 | 7.46 |
| 2 | LOS ANGELES | 14,034,900 | 5.83 |
| 3 | CHICAGO | 8,057,800 | 3.34 |
| 4 | PHILADELPHIA | 6,943,000 | 2.88 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 5,741,600 | 2.38 |
| 6 | BOSTON | 5,523,000 | 2.29 |
| 7 | WASHINGTON, DC | 4,662,700 | 1.94 |
| 8 | DALLAS-FT. WORTH | 4,563,500 | 1.89 |
| 9 | DETROIT | 4,495,100 | 1.87 |
| 10 | HOUSTON | 3,916,300 | 1.63 |
| 11 | ATLANTA | 3,806,400 | 1.58 |
| 12 | CLEVELAND | 3,627,100 | 1.51 |
| 13 | MINNEAPOLIS-ST. PAUL | 3,571,800 | 1.48 |
| 14 | SEATTLE-TACOMA | 3,432,200 | 1.42 |
| 15 | MIAMI-FT. LAUDERDALE | 3,257,600 | 1.35 |
| 16 | TAMPA-ST. PETERSBURG | 2,909,500 | 1.21 |
| 17 | ST. LOUIS | 2,853,900 | 1.18 |
| 18 | PITTSBURGH | 2,828,400 | 1.17 |
| 19 | SACRAMENTO-STOCKTON | 2,812,200 | 1.17 |
| 20 | PHOENIX | 2,617,100 | 1.09 |
| 21 | BALTIMORE | 2,522,100 | 1.05 |
| 22 | DENVER | 2,482,700 | 1.03 |
| 23 | SAN DIEGO | 2,481,400 | 1.03 |
| 24 | HARTFORD-NEW HAVEN | 2,381,500 | .99 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 2,293,000 | .95 |
| 26 | INDIANAPOLIS | 2,184,800 | .91 |
| 27 | PORTLAND, OR | 2,112,100 | .88 |
| 28 | MILWAUKEE | 1,993,400 | .83 |
| 29 | CINCINNATI | 1,970,300 | .82 |
| 30 | KANSAS CITY | 1,932,500 | .80 |
| 31 | CHARLOTTE | 1,899,500 | .79 |
| 32 | RALEIGH-DURHAM | 1,892,000 | .79 |
| 33 | NASHVILLE | 1,853,700 | .77 |
| 34 | SALT LAKE CITY | 1,790,400 | .74 |
| 35 | COLUMBUS, OH | 1,782,500 | .74 |
| 36 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,671,200 | .69 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 1,646,300 | .68 |
| 38 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 1,644,900 | .68 |
| 39 | SAN ANTONIO | 1,644,200 | .68 |
| 40 | BUFFALO | 1,603,600 | .67 |
| 41 | NEW ORLEANS | 1,600,900 | .66 |
| 42 | MEMPHIS | 1,596,600 | .66 |
| 43 | PROVIDENCE-NEW BEDFORD | 1,480,200 | .61 |
| 44 | OKLAHOMA CITY | 1,429,400 | .59 |
| 45 | LOUISVILLE | 1,416,700 | .59 |
| 46 | HARRISBURG-YORK-LANCASTER-LEBANON | 1,405,900 | .58 |
| 47 | ALBUQUERQUE | 1,359,500 | .56 |
| 48 | FRESNO-VISALIA | 1,324,100 | .55 |
| 49 | WILKES BARRE-SCRANTON | 1,323,400 | .55 |
| 50 | GREENSBORO-WINSTON SALEM-HIGH POINT | 1,306,400 | .54 |
| 51 | BIRMINGHAM | 1,296,600 | .54 |
| 52 | DAYTON | 1,285,200 | .53 |
| 53 | ALBANY-SCHENECTADY-TROY | 1,284,500 | .53 |
| 54 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 1,274,800 | .53 |
| 55 | JACKSONVILLE | 1,223,300 | .51 |
| 56 | CHARLESTON-HUNTINGTON | 1,207,800 | .50 |
| 57 | FLINT-SAGINAW-BAY CITY | 1,187,300 | .49 |
| 58 | LITTLE ROCK | 1,158,600 | .48 |
| 59 | RICHMOND | 1,124,800 | .47 |
| 60 | TULSA | 1,113,300 | .46 |
| 61 | MOBILE-PENSACOLA | 1,081,300 | .45 |
| 62 | KNOXVILLE | 1,070,800 | .44 |
| 63 | WICHITA-HUTCHINSON | 1,066,700 | .44 |
| 64 | TOLEDO | 1,058,300 | .44 |
| 65 | SYRACUSE | 1,010,800 | .42 |
| 66 | GREEN BAY-APPLETON | 996,100 | .41 |
| 67 | ROANOKE-LYNCHBURG | 992,900 | .41 |
| 68 | SHREVEPORT-TEXARKANA | 968,800 | .40 |
| 69 | AUSTIN, TX | 939,100 | .39 |
| 70 | PORTLAND-POLAND SPRING | 937,500 | .39 |
| 71 | ROCHESTER, NY | 923,900 | .38 |
| 72 | DES MOINES | 922,100 | .38 |
| 73 | OMAHA | 912,500 | .38 |
| 74 | LEXINGTON | 893,900 | .37 |
| 75 | SPRINGFIELD-DECATUR-CHAMPAIGN | 847,700 | .35 |
| 76 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 839,900 | .35 |
| 77 | SPRINGFIELD, MO | 809,200 | .34 |
| 78 | COLUMBIA, SC | 797,200 | .33 |
| 79 | SPOKANE | 791,800 | .33 |
| 80 | CHATTANOOGA | 787,500 | .33 |
| 81 | TUCSON | 780,600 | .32 |
| 82 | JOHNSTOWN-ALTOONA | 780,200 | .32 |
| 83 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 778,500 | .32 |
| 84 | LAS VEGAS | 777,500 | .32 |
| 85 | SOUTH BEND-ELKHART | 776,100 | .32 |
| 86 | JACKSON, MS | 760,000 | .32 |
| 87 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 757,700 | .31 |
| 88 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 755,000 | .31 |
| 89 | EL PASO | 742,300 | .31 |
| 90 | HUNTSVILLE-DECATUR-FLORENCE | 726,900 | .30 |
| 91 | BATON ROUGE | 698,500 | .29 |
| 92 | MCALLEN-BROWNSVILLE: LRGV | 695,000 | .29 |
| 93 | YOUNGSTOWN | 688,500 | .29 |
| 94 | WACO-TEMPLE-BRYAN | 686,300 | .28 |
| 95 | MADISON | 674,300 | .28 |
| 96 | EVANSVILLE | 652,000 | .27 |
| 97 | SPRINGFIELD, MA | 651,800 | .27 |
| 98 | FT. MYERS-NAPLES | 648,300 | .27 |
| 99 | BURLINGTON-PLATTSBURGH | 640,000 | .27 |
| 100 | SAVANNAH | 635,700 | .26 |
| 101 | GREENVILLE-NEW BERN-WASHINGTON | 623,000 | .26 |
| 102 | COLORADO SPRINGS-PUEBLO | 618,000 | .26 |
| 103 | CHARLESTON, SC | 616,300 | .26 |
| 104 | FT. WAYNE | 611,300 | .25 |
| 105 | LANSING | 607,500 | .25 |
| 106 | SALINAS-MONTEREY | 601,800 | .25 |
| 107 | LINCOLN-HASTINGS-KEARNEY | 595,800 | .25 |
| 108 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 566,900 | .24 |
| 109 | SIOUX FALLS-MITCHELL | 562,900 | .23 |
| 110 | PEORIA-BLOOMINGTON | 561,600 | .23 |
| 111 | MONTGOMERY-SELMA | 561,100 | .23 |
| 112 | AUGUSTA | 555,100 | .23 |
| 113 | FARGO | 553,100 | .23 |
| 114 | TALLAHASSEE-THOMASVILLE | 522,700 | .22 |
| 115 | TYLER-LONGVIEW-JACKSONVILLE | 522,400 | .22 |
| 116 | LAFAYETTE, LA | 501,200 | .21 |
| 117 | MACON | 491,600 | .20 |
| 118 | COLUMBUS, GA | 485,000 | .20 |
| 119 | CORPUS CHRISTI | 484,400 | .20 |
| 120 | RENO | 480,500 | .20 |
| 121 | FT. SMITH | 479,500 | .20 |
| 122 | EUGENE | 476,400 | .20 |
| 123 | TRAVERSE CITY-CADILLAC | 469,600 | .19 |
| 124 | BAKERSFIELD | 460,700 | .19 |
| 125 | LA CROSSE-EAU CLAIRE | 459,600 | .19 |
| 126 | MONROE-EL DORADO | 458,400 | .19 |
| 127 | COLUMBUS-TUPELO | 456,200 | .19 |
| 128 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 442,700 | .18 |
| 129 | AMARILLO | 431,700 | .18 |
| 130 | WAUSAU-RHINELANDER | 426,100 | .18 |
| 131 | DULUTH-SUPERIOR | 418,300 | .17 |
| 132 | BEAUMONT-PORT ARTHUR | 414,100 | .17 |
| 133 | BINGHAMTON | 409,000 | .17 |
| 134 | CHICO-REDDING | 408,300 | .17 |
| 135 | FLORENCE-MYRTLE BEACH | 404,400 | .17 |
| 136 | WICHITA FALLS-LAWTON | 397,800 | .17 |
| 137 | SIOUX CITY | 396,900 | .16 |
| 138 | ROCKFORD | 396,800 | .16 |
| 139 | TERRE HAUTE | 395,800 | .16 |
| 140 | BOISE | 394,600 | .16 |
| 141 | TOPEKA | 392,100 | .16 |
| 142 | ERIE | 391,900 | .16 |
| 143 | WILMINGTON | 377,700 | .16 |
| 144 | ODESSA-MIDLAND | 366,600 | .15 |
| 145 | LUBBOCK | 364,700 | .15 |
| 146 | ALBANY, GA | 363,600 | .15 |
| 147 | WHEELING-STEUBENVILLE | 360,600 | .15 |
| 148 | COLUMBIA-JEFFERSON CITY | 349,800 | .15 |
| 149 | BLUEFIELD-BECKLEY-OAK HILL | 349,100 | .14 |
| 150 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 349,000 | .14 |
| 151 | JOPLIN-PITTSBURG | 343,000 | .14 |
| 152 | ROCHESTER-MASON CITY-AUSTIN | 338,100 | .14 |
| 153 | MEDFORD | 330,600 | .14 |
| 154 | BANGOR | 322,800 | .13 |
| 155 | IDAHO FALLS-POCATELLO | 310,200 | .13 |
| 156 | BILOXI-GULFPORT-PASCAGOULA | 291,300 | .12 |
| 157 | SARASOTA | 279,800 | .12 |
| 158 | ABILENE-SWEETWATER | 279,300 | .12 |
| 159 | QUINCY-HANNIBAL | 279,300 | .12 |
| 160 | UTICA | 276,100 | .11 |
| 161 | CLARKSBURG-WESTON | 269,800 | .11 |
| 162 | LAUREL-HATTIESBURG | 256,800 | .11 |
| 163 | PALM SPRINGS | 252,100 | .10 |
| 164 | PANAMA CITY | 249,800 | .10 |
| 165 | WATERTOWN-CARTHAGE | 244,900 | .10 |
| 166 | SALISBURY | 244,700 | .10 |
| 167 | ALEXANDRIA, LA | 239,100 | .10 |
| 168 | HARRISONBURG | 234,400 | .10 |
| 169 | DOTHAN | 232,800 | .10 |
| 170 | RAPID CITY | 225,800 | .09 |
| 171 | ELMIRA | 225,600 | .09 |
| 172 | GAINESVILLE | 225,200 | .09 |
| 173 | LAKE CHARLES | 220,300 | .09 |
| 174 | GREENWOOD-GREENVILLE | 220,100 | .09 |
| 175 | BILLINGS-HARDIN | 216,000 | .09 |
| 176 | EL CENTRO-YUMA | 204,100 | .08 |
| 177 | JONESBORO | 181,100 | .08 |
| 178 | MISSOULA | 179,500 | .07 |
| 179 | ARDMORE-ADA | 177,000 | .07 |
| 180 | MERIDIAN | 174,000 | .07 |
| 181 | GRAND JUNCTION-DURANGO | 170,400 | .07 |
| 182 | GREAT FALLS | 161,800 | .07 |
| 183 | TUSCALOOSA | 148,100 | .06 |
| 184 | MARQUETTE | 146,300 | .06 |
| 185 | JACKSON, TN | 146,200 | .06 |
| 186 | PARKERSBURG | 142,500 | .06 |
| 187 | LAREDO | 139,800 | .06 |
| 188 | EUREKA | 136,000 | .06 |
| 189 | SAN ANGELO | 131,100 | .05 |
| 190 | LAFAYETTE, IN | 125,600 | .05 |
| 191 | BUTTE | 123,900 | .05 |
| 192 | ST. JOSEPH | 123,400 | .05 |
| 193 | BOWLING GREEN | 119,400 | .05 |
| 194 | HAGERSTOWN | 119,400 | .05 |
| 195 | ANNISTON | 113,200 | .05 |
| 196 | CHARLOTTESVILLE | 105,700 | .04 |
| 197 | CHEYENNE-SCOTTSBLUFF (STERLING) | 105,200 | .04 |
| 198 | LIMA | 105,000 | .04 |
| 199 | CASPER-RIVERTON | 102,900 | .04 |
| 200 | TWIN FALLS | 94,100 | .04 |
| 201 | FLAGSTAFF | 91,000 | .04 |
| 202 | OTTUMWA-KIRKSVILLE | 84,600 | .04 |
| 203 | PRESQUE ISLE | 81,800 | .03 |
| 204 | MANKATO | 79,600 | .03 |
| 205 | ZANESVILLE | 78,300 | .03 |
| 206 | VICTORIA | 71,100 | .03 |
| 207 | BEND | 70,400 | .03 |
| 208 | HELENA | 45,300 | .02 |
| 209 | NORTH PLATTE | 43,600 | .02 |
| 210 | ALPENA | 39,500 | .02 |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK PERSONS 2+

US TOTAL 28,469,300

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 2,957,700 | 10.39 |
| 2 | CHICAGO | 1,476,600 | 5.19 |
| 3 | PHILADELPHIA | 1,130,700 | 3.97 |
| 4 | LOS ANGELES | 1,115,200 | 3.92 |
| 5 | WASHINGTON, DC | 1,071,700 | 3.76 |
| 6 | DETROIT | 935,500 | 3.29 |
| 7 | ATLANTA | 886,400 | 3.11 |
| 8 | HOUSTON | 678,600 | 2.38 |
| 9 | BALTIMORE | 623,900 | 2.19 |
| 10 | DALLAS-FT. WORTH | 597,300 | 2.10 |
| 11 | MEMPHIS | 585,900 | 2.06 |
| 12 | MIAMI-FT. LAUDERDALE | 564,300 | 1.98 |
| 13 | RALEIGH-DURHAM | 558,100 | 1.96 |
| 14 | NEW ORLEANS | 495,500 | 1.74 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 483,000 | 1.70 |
| 16 | SAN FRANCISCO-OAKLAND-SAN JOSE | 478,300 | 1.68 |
| 17 | CLEVELAND | 466,200 | 1.64 |
| 18 | ST. LOUIS | 417,400 | 1.47 |
| 19 | CHARLOTTE | 348,900 | 1.23 |
| 20 | RICHMOND | 335,400 | 1.18 |
| 21 | JACKSON, MS | 332,300 | 1.17 |
| 22 | BIRMINGHAM | 306,200 | 1.08 |
| 23 | COLUMBIA, SC | 298,900 | 1.05 |
| 24 | SHREVEPORT-TEXARKANA | 268,500 | .94 |
| 25 | TAMPA-ST. PETERSBURG | 260,000 | .91 |
| 26 | JACKSONVILLE | 240,800 | .85 |
| 27 | ORLANDO-DAYTONA BEACH-MELBOURNE | 238,600 | .84 |
| 28 | GREENVILLE-SPARTANBURG-ASHEVILLE | 238,000 | .84 |
| 29 | GREENSBORO-WINSTON SALEM-HIGH POINT | 236,100 | .83 |
| 30 | MOBILE-PENSACOLA | 233,600 | .82 |
| 31 | BOSTON | 232,700 | .82 |
| 32 | BATON ROUGE | 229,400 | .81 |
| 32 | MONTGOMERY-SELMA | 229,400 | .81 |
| 34 | NASHVILLE | 220,300 | .77 |
| 35 | MILWAUKEE | 214,300 | .75 |
| 36 | CHARLESTON, SC | 207,800 | .73 |
| 37 | LITTLE ROCK | 205,900 | .72 |
| 38 | KANSAS CITY | 205,100 | .72 |
| 39 | AUGUSTA | 200,900 | .71 |
| 40 | SAVANNAH | 200,400 | .70 |
| 41 | CINCINNATI | 197,800 | .69 |
| 42 | INDIANAPOLIS | 197,100 | .69 |
| 43 | HARTFORD-NEW HAVEN | 181,800 | .64 |
| 44 | COLUMBUS, GA | 179,800 | .63 |
| 45 | GREENVILLE-NEW BERN-WASHINGTON | 179,400 | .63 |
| 46 | PITTSBURGH | 178,200 | .63 |
| 47 | MACON | 177,000 | .62 |
| 48 | COLUMBUS, OH | 170,500 | .60 |
| 49 | TALLAHASSEE-THOMASVILLE | 157,700 | .55 |
| 50 | SACRAMENTO-STOCKTON | 157,100 | .55 |
| 51 | ROANOKE-LYNCHBURG | 150,200 | .53 |
| 52 | SAN DIEGO | 149,300 | .52 |
| 53 | MONROE-EL DORADO | 149,000 | .52 |
| 54 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 142,900 | .50 |
| 55 | LOUISVILLE | 140,600 | .49 |
| 56 | COLUMBUS-TUPELO | 136,200 | .48 |
| 57 | FLORENCE-MYRTLE BEACH | 134,700 | .47 |
| 58 | GREENWOOD-GREENVILLE | 130,900 | .46 |
| 59 | ALBANY, GA | 130,400 | .46 |
| 60 | SEATTLE-TACOMA | 129,600 | .46 |
| 61 | LAFAYETTE, LA | 128,900 | .45 |
| 62 | DAYTON | 128,800 | .45 |
| 63 | BUFFALO | 126,000 | .44 |
| 64 | FLINT-SAGINAW-BAY CITY | 119,600 | .42 |
| 65 | OKLAHOMA CITY | 112,500 | .40 |
| 66 | WACO-TEMPLE-BRYAN | 110,400 | .39 |
| 67 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 106,900 | .38 |
| 68 | TYLER-LONGVIEW-JACKSONVILLE | 96,000 | .34 |
| 69 | DENVER | 95,700 | .33 |
| 70 | SAN ANTONIO | 92,400 | .32 |
| 71 | MINNEAPOLIS-ST. PAUL | 92,200 | .32 |
| 72 | BEAUMONT-PORT ARTHUR | 92,000 | .32 |
| 73 | WILMINGTON | 91,400 | .32 |
| 74 | HUNTSVILLE-DECATUR-FLORENCE | 89,800 | .32 |
| 75 | ROCHESTER, NY | 86,200 | .30 |
| 76 | AUSTIN, TX | 80,000 | .28 |
| 77 | TULSA | 77,700 | .27 |
| 78 | PHOENIX | 76,900 | .27 |
| 79 | LAUREL-HATTIESBURG | 75,200 | .26 |
| 80 | TOLEDO | 72,100 | .25 |
| 81 | LAS VEGAS | 70,200 | .25 |
| 82 | CHATTANOOGA | 66,800 | .23 |
| 83 | MERIDIAN | 64,400 | .23 |
| 84 | ALEXANDRIA, LA | 59,700 | .21 |
| 85 | YOUNGSTOWN | 59,100 | .21 |
| 86 | HARRISBURG-YORK-LANCASTER-LEBANON | 58,300 | .20 |
| 87 | BILOXI-GULFPORT-PASCAGOULA | 58,000 | .20 |
| 88 | SOUTH BEND-ELKHART | 57,900 | .20 |
| 89 | SPRINGFIELD-DECATUR-CHAMPAIGN | 55,100 | .19 |
| 90 | FRESNO-VISALIA | 54,100 | .19 |
| 91 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 52,500 | .18 |
| 92 | LEXINGTON | 50,900 | .18 |
| 93 | SALISBURY | 50,500 | .18 |
| 94 | OMAHA | 50,200 | .18 |
| 95 | ALBANY-SCHENECTADY-TROY | 47,600 | .17 |
| 96 | DOTHAN | 47,400 | .17 |
| 97 | SYRACUSE | 47,300 | .17 |
| 98 | LAKE CHARLES | 46,000 | .16 |
| 99 | KNOXVILLE | 43,500 | .15 |
| 100 | WICHITA-HUTCHINSON | 43,100 | .15 |
| 101 | PORTLAND, OR | 42,900 | .15 |
| 102 | LANSING | 42,300 | .15 |
| 103 | PROVIDENCE-NEW BEDFORD | 41,300 | .15 |
| 104 | GAINESVILLE | 38,100 | .13 |
| 104 | TUSCALOOSA | 38,100 | .13 |
| 106 | WICHITA FALLS-LAWTON | 36,400 | .13 |
| 107 | FT. MYERS-NAPLES | 36,100 | .13 |
| 108 | SPRINGFIELD, MA | 34,900 | .12 |
| 109 | PANAMA CITY | 33,800 | .12 |
| 110 | PEORIA-BLOOMINGTON | 32,800 | .12 |
| 111 | COLORADO SPRINGS-PUEBLO | 31,100 | .11 |
| 112 | FT. WAYNE | 30,000 | .11 |
| 113 | JACKSON, TN | 29,000 | .10 |
| 114 | CHARLESTON-HUNTINGTON | 28,200 | .10 |
| 115 | EVANSVILLE | 26,900 | .09 |
| 116 | TOPEKA | 26,700 | .09 |
| 117 | ROCKFORD | 26,600 | .09 |
| 118 | BAKERSFIELD | 25,300 | .09 |
| 119 | TUCSON | 24,800 | .09 |
| 120 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 24,700 | .09 |
| 121 | SALINAS-MONTEREY | 23,900 | .08 |
| 122 | EL PASO | 22,600 | .08 |
| 123 | ALBUQUERQUE | 22,500 | .08 |
| 124 | LUBBOCK | 22,100 | .08 |
| 125 | ANNISTON | 21,000 | .07 |
| 126 | COLUMBIA-JEFFERSON CITY | 20,000 | .07 |
| 127 | BLUEFIELD-BECKLEY-OAK HILL | 19,900 | .07 |
| 128 | DES MOINES | 17,500 | .06 |
| 129 | MADISON | 17,400 | .06 |
| 130 | AMARILLO | 15,900 | .06 |
| 130 | ODESSA-MIDLAND | 15,900 | .06 |
| 132 | CHARLOTTESVILLE | 15,200 | .05 |
| 133 | CORPUS CHRISTI | 14,900 | .05 |
| 134 | ERIE | 14,600 | .05 |
| 135 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 14,200 | .05 |
| 136 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 14,100 | .05 |
| 137 | WILKES BARRE-SCRANTON | 13,500 | .05 |
| 138 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 12,900 | .05 |
| 139 | ABILENE-SWEETWATER | 12,400 | .04 |
| 140 | LIMA | 12,000 | .04 |
| 141 | SARASOTA | 11,400 | .04 |
| 142 | SALT LAKE CITY | 11,300 | .04 |
| 143 | UTICA | 11,200 | .04 |
| 144 | JOHNSTOWN-ALTOONA | 10,400 | .04 |
| 145 | HARRISONBURG | 10,300 | .04 |
| 146 | FT. SMITH | 10,000 | .04 |
| 147 | SPRINGFIELD, MO | 9,700 | .03 |
| 148 | RENO | 9,500 | .03 |
| 149 | WATERTOWN-CARTHAGE | 8,600 | .03 |
| 150 | WHEELING-STEUBENVILLE | 8,500 | .03 |
| 151 | ARDMORE-ADA | 7,800 | .03 |
| 151 | BURLINGTON-PLATTSBURGH | 7,800 | .03 |
| 153 | HAGERSTOWN | 7,400 | .03 |
| 154 | BOWLING GREEN | 6,900 | .02 |
| 155 | PALM SPRINGS | 6,700 | .02 |
| 155 | QUINCY-HANNIBAL | 6,700 | .02 |
| 155 | TERRE HAUTE | 6,700 | .02 |
| 158 | JONESBORO | 6,600 | .02 |
| 159 | SPOKANE | 6,500 | .02 |
| 160 | ELMIRA | 6,400 | .02 |
| 161 | BINGHAMTON | 5,500 | .02 |
| 161 | TRAVERSE CITY-CADILLAC | 5,500 | .02 |
| 163 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 5,300 | .02 |
| 164 | LINCOLN-HASTINGS-KEARNEY | 5,200 | .02 |
| 165 | EL CENTRO-YUMA | 5,000 | .02 |
| 166 | VICTORIA | 4,400 | .02 |
| 167 | JOPLIN-PITTSBURG | 4,200 | .01 |
| 168 | CHICO-REDDING | 4,000 | .01 |
| 168 | SAN ANGELO | 4,000 | .01 |
| 170 | PORTLAND-POLAND SPRING | 3,800 | .01 |
| 171 | ZANESVILLE | 3,300 | .01 |
| 172 | CLARKSBURG-WESTON | 3,100 | .01 |
| 173 | EUGENE | 2,800 | .01 |
| 174 | LAFAYETTE, IN | 2,600 | .01 |
| 174 | ST. JOSEPH | 2,600 | .01 |
| 176 | SIOUX CITY | 2,400 | .01 |
| 177 | CHEYENNE-SCOTTSBLUFF (STERLING) | 2,200 | .01 |
| 177 | GREEN BAY-APPLETON | 2,200 | .01 |
| 179 | BOISE | 2,100 | .01 |
| 179 | FARGO | 2,100 | .01 |
| 181 | EUREKA | 1,900 | .01 |
| 182 | RAPID CITY | 1,700 | .01 |
| 183 | DULUTH-SUPERIOR | 1,600 | .01 |
| 183 | MEDFORD | 1,600 | .01 |
| 185 | PARKERSBURG | 1,500 | .01 |
| 186 | FLAGSTAFF | 1,400 | - |
| 186 | MARQUETTE | 1,400 | - |
| 188 | MCALLEN-BROWNSVILLE: LRGV | 1,300 | - |
| 188 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 1,300 | - |
| 190 | ROCHESTER-MASON CITY-AUSTIN | 1,200 | - |
| 191 | LA CROSSE-EAU CLAIRE | 1,100 | - |
| 191 | SIOUX FALLS-MITCHELL | 1,100 | - |
| 191 | WAUSAU-RHINELANDER | 1,100 | - |
| 194 | GREAT FALLS | 1,000 | - |
| 195 | BANGOR | 900 | - |
| 195 | PRESQUE ISLE | 900 | - |
| 197 | GRAND JUNCTION-DURANGO | 700 | - |
| 197 | IDAHO FALLS-POCATELLO | 700 | - |
| 197 | OTTUMWA-KIRKSVILLE | 700 | - |
| 200 | BILLINGS-HARDIN | 500 | - |
| 201 | CASPER-RIVERTON | 400 | - |
| 202 | MANKATO | 300 | - |
| 202 | MISSOULA | 300 | - |
| 204 | BEND | 100 | - |
| 204 | BUTTE | 100 | - |
| 204 | HELENA | 100 | - |
| 204 | LAREDO | 100 | - |
| 204 | NORTH PLATTE | 100 | - |
| 204 | TWIN FALLS | 100 | - |
| 210 | ALPENA | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC PERSONS 2+

US TOTAL 22,251,400

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 4,675,800 | 21.01 |
| 2 | NEW YORK | 2,787,100 | 12.53 |
| 3 | MIAMI-FT. LAUDERDALE | 1,113,200 | 5.00 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 897,200 | 4.03 |
| 5 | CHICAGO | 892,400 | 4.01 |
| 6 | HOUSTON | 821,500 | 3.69 |
| 7 | SAN ANTONIO | 789,600 | 3.55 |
| 8 | MCALLEN-BROWNSVILLE: LRGV | [illegible]90,800 | 2.66 |
| 9 | DALLAS-FT. WORTH | [illegible],500 | 2.57 |
| 10 | SAN DIEGO | 516,200 | 2.32 |
| 11 | EL PASO | 500,200 | 2.25 |
| 12 | ALBUQUERQUE | 484,900 | 2.18 |
| 13 | FRESNO-VISALIA | 474,100 | 2.13 |
| 14 | PHOENIX | 425,800 | 1.91 |
| 15 | SACRAMENTO-STOCKTON | 422,100 | 1.90 |
| 16 | PHILADELPHIA | 294,100 | 1.32 |
| 17 | DENVER | 288,100 | 1.29 |
| 18 | CORPUS CHRISTI | 264,500 | 1.19 |
| 19 | WASHINGTON, DC | 245,700 | 1.10 |
| 20 | BOSTON | 239,300 | 1.08 |
| 21 | TUCSON | 212,900 | .96 |
| 22 | AUSTIN, TX | 187,800 | .84 |
| 23 | TAMPA-ST. PETERSBURG | 184,600 | .83 |
| 24 | SALINAS-MONTEREY | 180,900 | .81 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 147,000 | .66 |
| 26 | HARTFORD-NEW HAVEN | 144,700 | .65 |
| 27 | BAKERSFIELD | 142,400 | .64 |
| 28 | LAREDO | 130,400 | .59 |
| 29 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 125,200 | .56 |
| 30 | ODESSA-MIDLAND | 124,800 | .56 |
| 31 | SEATTLE-TACOMA | 110,500 | .50 |
| 32 | EL CENTRO-YUMA | 110,400 | .50 |
| 33 | LUBBOCK | 106,300 | .48 |
| 34 | COLORADO SPRINGS-PUEBLO | 101,100 | .45 |
| 35 | PALM SPRINGS | 95,800 | .43 |
| 36 | SALT LAKE CITY | 94,100 | .42 |
| 37 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 89,500 | .40 |
| 38 | DETROIT | 89,300 | .40 |
| 39 | LAS VEGAS | 88,300 | .40 |
| 40 | WACO-TEMPLE-BRYAN | 86,900 | .39 |
| 41 | PORTLAND, OR | 86,800 | .39 |
| 42 | AMARILLO | 81,100 | .36 |
| 43 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 76,300 | .34 |
| 44 | ATLANTA | 72,700 | .33 |
| 45 | MILWAUKEE | 71,600 | .32 |
| 46 | PROVIDENCE-NEW BEDFORD | 61,300 | .28 |
| 47 | CLEVELAND | 60,700 | .27 |
| 48 | NEW ORLEANS | 57,100 | .26 |
| 49 | SPRINGFIELD, MA | 52,000 | .23 |
| 50 | WICHITA-HUTCHINSON | 51,800 | .23 |
| 51 | KANSAS CITY | 50,900 | .23 |
| 52 | FT. MYERS-NAPLES | 47,300 | .21 |
| 52 | OKLAHOMA CITY | 47,300 | .21 |
| 54 | MINNEAPOLIS-ST. PAUL | 46,500 | .21 |
| 55 | RENO | 44,800 | .20 |
| 56 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 44,300 | .20 |
| 57 | ABILENE-SWEETWATER | 43,500 | .20 |
| 58 | TOLEDO | 39,600 | .18 |
| 59 | SAN ANGELO | 36,500 | .16 |
| 60 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 34,900 | .16 |
| 61 | HARRISBURG-YORK-LANCASTER-LEBANON | 33,000 | .15 |
| 62 | BUFFALO | 32,800 | .15 |
| 63 | RALEIGH-DURHAM | 32,500 | .15 |
| 64 | BALTIMORE | 32,300 | .15 |
| 65 | FLINT-SAGINAW-BAY CITY | 32,000 | .14 |
| 66 | CHICO-REDDING | 30,600 | .14 |
| 67 | ROCHESTER, NY | 30,400 | .14 |
| 68 | WICHITA FALLS-LAWTON | 29,900 | .13 |
| 69 | SPOKANE | 29,400 | .13 |
| 70 | JACKSONVILLE | 28,600 | .13 |
| 71 | TYLER-LONGVIEW-JACKSONVILLE | 28,500 | .13 |
| 72 | BOISE | 28,200 | .13 |
| 73 | ST. LOUIS | 28,100 | .13 |
| 74 | VICTORIA | 24,600 | .11 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 24,100 | .11 |
| 76 | ALBANY-SCHENECTADY-TROY | 22,200 | .10 |
| 77 | INDIANAPOLIS | 20,400 | .09 |
| 78 | IDAHO FALLS-POCATELLO | 20,200 | .09 |
| 73 | TULSA | 20,200 | .09 |
| 80 | LANSING | 19,300 | .09 |
| 81 | OMAHA | 18,400 | .08 |
| 82 | SHREVEPORT-TEXARKANA | 17,200 | .08 |
| 83 | NASHVILLE | 16,000 | .07 |
| 84 | BEAUMONT-PORT ARTHUR | 15,900 | .07 |
| 85 | PITTSBURGH | 15,800 | .07 |
| 85 | SYRACUSE | 15,800 | .07 |
| 87 | GRAND JUNCTION-DURANGO | 15,700 | .07 |
| 88 | MOBILE-PENSACOLA | 15,400 | .07 |
| 89 | CHARLOTTE | 15,200 | .07 |
| 89 | TOPEKA | 15,200 | .07 |
| 91 | MEDFORD | 14,700 | .07 |
| 92 | SOUTH BEND-ELKHART | 14,600 | .07 |
| 93 | GREENVILLE-NEW BERN-WASHINGTON | 13,300 | .06 |
| 94 | COLUMBUS, OH | 13,100 | .06 |
| 95 | CHEYENNE-SCOTTSBLUFF (STERLING) | 12,200 | .05 |
| 96 | ROCKFORD | 12,100 | .05 |
| 97 | EUGENE | 11,900 | .05 |
| 98 | SAVANNAH | 11,600 | .05 |
| 99 | MEMPHIS | 11,100 | .05 |
| 100 | GREENVILLE-SPARTANBURG-ASHEVILLE | 10,600 | .05 |
| 100 | RICHMOND | 10,600 | .05 |
| 100 | TALLAHASSEE-THOMASVILLE | 10,600 | .05 |
| 103 | GREENSBORO-WINSTON SALEM-HIGH POINT | 10,300 | .05 |
| 104 | WILKES BARRE-SCRANTON | 10,100 | .05 |
| 105 | DES MOINES | 9,800 | .04 |

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 106 | FT. WAYNE | 9,800 | .04 |
| 107 | FLAGSTAFF | 9,700 | .04 |
| 108 | BATON ROUGE | 9,400 | .04 |
| 108 | CINCINNATI | 9,400 | .04 |
| 110 | LINCOLN-HASTINGS-KEARNEY | 9,300 | .04 |
| 110 | LOUISVILLE | 9,300 | .04 |
| 112 | DAYTON | 9,200 | .04 |
| 113 | SPRINGFIELD-DECATUR-CHAMPAIGN | 9,000 | .04 |
| 114 | LITTLE ROCK | 8,800 | .04 |
| 115 | COLUMBUS, GA | 8,500 | .04 |
| 116 | MADISON | 8,400 | .04 |
| 117 | YOUNGSTOWN | 8,100 | .04 |
| 118 | COLUMBIA, SC | 7,700 | .03 |
| 118 | EUREKA | 7,700 | .03 |
| 118 | GAINESVILLE | 7,700 | .03 |
| 121 | CHARLESTON, SC | 7,600 | .03 |
| 122 | GREEN BAY-APPLETON | 7,500 | .03 |
| 123 | BURLINGTON-PLATTSBURGH | 7,300 | .03 |
| 124 | PEORIA-BLOOMINGTON | 6,900 | .03 |
| 124 | SPRINGFIELD, MO | 6,900 | .03 |
| 126 | CHATTANOOGA | 6,200 | .03 |
| 127 | ALBANY, GA | 6,100 | .03 |
| 127 | SARASOTA | 6,100 | .03 |
| 129 | AUGUSTA | 5,900 | .03 |
| 129 | FT. SMITH | 5,900 | .03 |
| 131 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 5,800 | .03 |
| 132 | ALEXANDRIA, LA | 5,600 | .03 |
| 132 | BILLINGS-HARDIN | 5,600 | .03 |
| 132 | FARGO | 5,600 | .03 |
| 132 | LAFAYETTE, LA | 5,600 | .03 |
| 132 | PORTLAND-POLAND SPRING | 5,600 | .03 |
| 132 | ROANOKE-LYNCHBURG | 5,600 | .03 |
| 132 | TWIN FALLS | 5,600 | .03 |
| 139 | UTICA | 5,400 | .02 |
| 140 | SIOUX CITY | 5,300 | .02 |
| 141 | HUNTSVILLE-DECATUR-FLORENCE | 5,100 | .02 |
| 142 | RAPID CITY | 4,900 | .02 |
| 142 | WATERTOWN-CARTHAGE | 4,900 | .02 |
| 144 | BIRMINGHAM | 4,600 | .02 |
| 145 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 4,400 | .02 |
| 146 | PANAMA CITY | 4,300 | .02 |
| 147 | BINGHAMTON | 4,200 | .02 |
| 147 | ROCHESTER-MASON CITY-AUSTIN | 4,200 | .02 |
| 149 | KNOXVILLE | 4,100 | .02 |
| 149 | LEXINGTON | 4,100 | .02 |
| 149 | MACON | 4,100 | .02 |
| 152 | BILOXI-GULFPORT-PASCAGOULA | 3,900 | .02 |
| 152 | CASPER-RIVERTON | 3,900 | .02 |
| 154 | JOHNSTOWN-ALTOONA | 3,800 | .02 |
| 155 | ERIE | 3,700 | .02 |
| 156 | JOPLIN-PITTSBURG | 3,700 | .02 |
| 157 | CHARLESTON-HUNTINGTON | 3,500 | .02 |
| 158 | MONROE-EL DORADO | 3,200 | .01 |
| 158 | TRAVERSE CITY-CADILLAC | 3,200 | .01 |
| 160 | LAKE CHARLES | 3,100 | .01 |
| 161 | EVANSVILLE | 3,000 | .01 |
| 162 | ARDMORE-ADA | 2,900 | .01 |
| 163 | LA CROSSE-EAU CLAIRE | 2,800 | .01 |
| 164 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 2,500 | .01 |
| 164 | COLUMBIA-JEFFERSON CITY | 2,500 | .01 |
| 164 | JACKSON, MS | 2,500 | .01 |
| 164 | MISSOULA | 2,500 | .01 |
| 164 | SALISBURY | 2,500 | .01 |
| 169 | DOTHAN | 2,400 | .01 |
| 169 | MONTGOMERY-SELMA | 2,400 | .01 |
| 171 | WILMINGTON | 2,300 | .01 |
| 172 | COLUMBUS-TUPELO | 2,200 | .01 |
| 172 | WAUSAU-RHINE[illegible]DER | 2,200 | .01 |
| 174 | ELMIRA | 2,100 | .01 |
| 174 | LAFAYETTE, IN | 2,100 | .01 |
| 174 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 2,100 | .01 |
| 174 | TERRE HAUTE | 2,100 | .01 |
| 178 | BUTTE | 2,000 | .01 |
| 179 | DULUTH-SUPERIOR | 1,900 | .01 |
| 179 | HARRISONBURG | 1,900 | .01 |
| 179 | NORTH PLATTE | 1,900 | .01 |
| 182 | GREAT FALLS | 1,800 | .01 |
| 182 | QUINCY-HANNIBAL | 1,800 | .01 |
| 184 | BANGOR | 1,700 | .01 |
| 184 | FLORENCE-MYRTLE BEACH | 1,700 | .01 |
| 184 | ST. JOSEPH | 1,700 | .01 |
| 187 | BEND | 1,600 | .01 |
| 187 | SIOUX FALLS-MITCHELL | 1,600 | .01 |
| 189 | CLARKSBURG-WESTON | 1,400 | .01 |
| 190 | ANNISTON | 1,300 | .01 |
| 190 | CHARLOTTESVILLE | 1,300 | .01 |
| 192 | BLUEFIELD-BECKLEY-OAK HILL | 1,200 | .01 |
| 192 | LIMA | 1,200 | .01 |
| 194 | JONESBORO | 1,100 | - |
| 194 | LAUREL-HATTIESBURG | 1,100 | - |
| 194 | WHEELING-STEUBENVILLE | 1,100 | - |
| 197 | GREENWOOD-GREENVILLE | 1,000 | - |
| 198 | HAGERSTOWN | 900 | - |
| 198 | MANKATO | 900 | - |
| 198 | TUSCALOOSA | 900 | - |
| 201 | MARQUETTE | 800 | - |
| 202 | HELENA | 600 | - |
| 202 | MERIDIAN | 600 | - |
| 204 | BOWLING GREEN | 500 | - |
| 204 | JACKSON, TN | 500 | - |
| 204 | PRESQUE ISLE | 500 | - |
| 207 | OTTUMWA-KIRKSVILLE | 400 | - |
| 207 | PARKERSBURG | 400 | - |
| 209 | ALPENA | 300 | - |
| 210 | ZANESVILLE | 200 | - |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL PERSONS 18+** US TOTAL 184,868,700

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 14,205,600 | 7.70 |
| 2 | LOS ANGELES | 10,652,800 | 5.77 |
| 3 | CHICAGO | 6,139,000 | 3.33 |
| 4 | PHILADELPHIA | 5,418,300 | 2.94 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 4,551,600 | 2.47 |
| 6 | BOSTON | 1,390,700 | 2.38 |
| 7 | WASHINGTON, DC | 3,656,500 | 1.98 |
| 8 | DALLAS-FT. WORTH | 3,440,400 | 1.86 |
| 9 | DETROIT | 3,437,600 | 1.86 |
| 10 | ATLANTA | 2,910,800 | 1.58 |
| 11 | HOUSTON | 2,886,200 | 1.56 |
| 12 | CLEVELAND | 2,785,600 | 1.51 |
| 13 | MINNEAPOLIS-ST. PAUL | 2,694,900 | 1.46 |
| 14 | SEATTLE-TACOMA | 2,647,500 | 1.43 |
| 15 | MIAMI-FT. LAUDERDALE | 2,592,400 | 1.40 |
| 16 | TAMPA-ST. PETERSBURG | 2,360,100 | 1.28 |
| 17 | PITTSBURGH | 2,248,200 | 1.22 |
| 18 | ST. LOUIS | 2,165,200 | 1.17 |
| 19 | SACRAMENTO-STOCKTON | 2,107,200 | 1.14 |
| 20 | PHOENIX | 1,984,100 | 1.07 |
| 21 | BALTIMORE | 1,970,000 | 1.07 |
| 22 | SAN DIEGO | 1,934,500 | 1.05 |
| 23 | DENVER | 1,894,400 | 1.03 |
| 24 | HARTFORD-NEW HAVEN | 1,888,900 | 1.02 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 1,822,200 | .99 |
| 26 | INDIANAPOLIS | 1,672,100 | .91 |
| 27 | PORTLAND, OR | 1,609,400 | .87 |
| 28 | MILWAUKEE | 1,512,200 | .82 |
| 29 | CINCINNATI | 1,485,200 | .80 |
| 30 | KANSAS CITY | 1,471,700 | .80 |
| 31 | CHARLOTTE | 1,471,500 | .80 |
| 32 | RALEIGH-DURHAM | 1,462,700 | .79 |
| 33 | NASHVILLE | 1,427,700 | .77 |
| 34 | COLUMBUS, OH | 1,366,600 | .74 |
| 35 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,304,900 | .71 |
| 36 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 1,253,200 | .68 |
| 37 | BUFFALO | 1,246,300 | .68 |
| 38 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 1,225,200 | .66 |
| 39 | SAN ANTONIO | 1,199,700 | .65 |
| 40 | SALT LAKE CITY | 1,185,500 | .64 |
| 41 | MEMPHIS | 1,183,400 | .64 |
| 42 | NEW ORLEANS | 1,177,900 | .64 |
| 43 | PROVIDENCE-NEW BEDFORD | 1,167,800 | .63 |
| 44 | HARRISBURG-YORK-LANCASTER-LEBANON | 1,090,200 | .59 |
| 45 | OKLAHOMA CITY | 1,081,200 | .59 |
| 46 | LOUISVILLE | 1,078,900 | .58 |
| 47 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 1,044,400 | .57 |
| 47 | WILKES BARRE-SCRANTON | 1,044,400 | .57 |
| 49 | GREENSBORO-WINSTON SALEM-HIGH POINT | 1,031,100 | .56 |
| 50 | ALBANY-SCHENECTADY-TROY | 1,006,000 | .55 |
| 51 | BIRMINGHAM | 990,300 | .54 |
| 52 | ALBUQUERQUE | 987,000 | .53 |
| 53 | DAYTON | 977,600 | .53 |
| 54 | FRESNO-VISALIA | 935,100 | .51 |
| 55 | JACKSONVILLE | 929,800 | .50 |
| 56 | CHARLESTON-HUNTINGTON | 917,100 | .50 |
| 57 | FLINT-SAGINAW-BAY CITY | 887,200 | .48 |
| 58 | LITTLE ROCK | 879,600 | .48 |
| 59 | RICHMOND | 874,600 | .47 |
| 60 | TULSA | 840,300 | .46 |
| 61 | KNOXVILLE | 831,500 | .45 |
| 62 | MOBILE-PENSACOLA | 811,000 | .44 |
| 63 | WICHITA-HUTCHINSON | 797,700 | .43 |
| 64 | TOLEDO | 794,700 | .43 |
| 65 | ROANOKE-LYNCHBURG | 789,500 | .43 |
| 66 | SYRACUSE | 781,500 | .42 |
| 67 | GREEN BAY-APPLETON | 749,200 | .41 |
| 68 | PORTLAND-POLAND SPRING | 723,300 | .39 |
| 69 | AUSTIN, TX | 720,700 | .39 |
| 70 | ROCHESTER, NY | 715,000 | .39 |
| 71 | DES MOINES | 710,100 | .38 |
| 72 | SHREVEPORT-TEXARKANA | 709,500 | .38 |
| 73 | LEXINGTON | 686,700 | .37 |
| 74 | OMAHA | 682,200 | .37 |
| 75 | SPRINGFIELD-DECATUR-CHAMPAIGN | 653,900 | .35 |
| 76 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 652,100 | .35 |
| 77 | SPRINGFIELD, MO | 626,300 | .34 |
| 78 | JOHNSTOWN-ALTOONA | 609,900 | .33 |
| 79 | CHATTANOOGA | 605,600 | .33 |
| 80 | LAS VEGAS | 605,100 | .33 |
| 81 | COLUMBIA, SC | 603,700 | .33 |
| 82 | TUCSON | 597,400 | .32 |
| 83 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 595,600 | .32 |
| 84 | SPOKANE | 594,000 | .32 |
| 85 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 591,200 | .32 |
| 86 | SOUTH BEND-ELKHART | 581,900 | .32 |
| 87 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 570,600 | .31 |
| 88 | HUNTSVILLE-DECATUR-FLORENCE | 560,200 | .30 |
| 89 | JACKSON, MS | 554,300 | .30 |
| 90 | FT. MYERS-NAPLES | 533,800 | .29 |
| 91 | YOUNGSTOWN | 530,500 | .29 |
| 92 | WACO-TEMPLE-BRYAN | 521,700 | .28 |
| 93 | MADISON | 521,500 | .28 |
| 94 | EL PASO | 520,400 | .28 |
| 95 | SPRINGFIELD, MA | 510,600 | .28 |
| 96 | BATON ROUGE | 510,200 | .28 |
| 97 | EVANSVILLE | 502,500 | .27 |
| 98 | BURLINGTON-PLATTSBURGH | 491,400 | .27 |
| 99 | GREENVILLE-NEW BERN-WASHINGTON | 479,800 | .26 |
| 100 | SAVANNAH | 475,500 | .26 |
| 101 | COLORADO SPRINGS-PUEBLO | 464,800 | .25 |
| 102 | LANSING | 463,600 | .25 |
| 103 | MCALLEN-BROWNSVILLE: LRGV | 458,100 | .25 |
| 104 | SALINAS-MONTEREY | 457,700 | .25 |
| 105 | CHARLESTON, SC | 457,400 | .25 |
| 106 | LINCOLN-HASTINGS-KEARNEY | 455,700 | .25 |
| 107 | FT. WAYNE | 453,300 | .25 |
| 108 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 449,700 | .24 |
| 109 | PEORIA-BLOOMINGTON | 429,800 | .23 |
| 110 | SIOUX FALLS-MITCHELL | 418,500 | .23 |
| 111 | FARGO | 417,400 | .23 |
| 112 | MONTGOMERY-SELMA | 415,500 | .23 |
| 113 | AUGUSTA | 409,400 | .22 |
| 114 | TALLAHASSEE-THOMASVILLE | 396,100 | .21 |
| 115 | TYLER-LONGVIEW-JACKSONVILLE | 394,600 | .21 |
| 116 | RENO | 373,900 | .20 |
| 117 | EUGENE | 368,200 | .20 |
| 118 | MACON | 367,800 | .20 |
| 119 | COLUMBUS, GA | 367,200 | .20 |
| 120 | FT. SMITH | 363,700 | .20 |
| 121 | LAFAYETTE, LA | 357,500 | .19 |
| 121 | TRAVERSE CITY-CADILLAC | 357,500 | .19 |
| 123 | LA CROSSE-EAU CLAIRE | 347,600 | .19 |
| 124 | CORPUS CHRISTI | 346,300 | .19 |
| 125 | COLUMBUS-TUPELO | 339,200 | .18 |
| 126 | MONROE-EL DORADO | 334,800 | .18 |
| 127 | BAKERSFIELD | 326,400 | .18 |
| 128 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 323,300 | .18 |
| 129 | DULUTH-SUPERIOR | 319,900 | .17 |
| 130 | WAUSAU-RHINELANDER | 319,600 | .17 |
| 131 | AMARILLO | 315,200 | .17 |
| 132 | BINGHAMTON | 315,100 | .17 |
| 133 | CHICO-REDDING | 310,700 | .17 |
| 134 | BEAUMONT-PORT ARTHUR | 308,400 | .17 |
| 135 | TERRE HAUTE | 305,000 | .17 |
| 136 | FLORENCE-MYRTLE BEACH | 302,100 | .16 |
| 137 | ROCKFORD | 300,800 | .16 |
| 138 | WICHITA FALLS-LAWTON | 299,300 | .16 |
| 139 | TOPEKA | 299,100 | .16 |
| 140 | ERIE | 298,800 | .16 |
| 141 | SIOUX CITY | 294,700 | .16 |
| 142 | BOISE | 288,000 | .16 |
| 143 | WILMINGTON | 286,900 | .16 |
| 144 | WHEELING-STEUBENVILLE | 279,800 | .15 |
| 145 | COLUMBIA-JEFFERSON CITY | 270,200 | .15 |
| 146 | LUBBOCK | 268,200 | .15 |
| 147 | BLUEFIELD-BECKLEY-OAK HILL | 265,100 | .14 |
| 148 | ALBANY, GA | 263,600 | .14 |
| 149 | JOPLIN-PITTSBURG | 261,600 | .14 |
| 150 | ODESSA-MIDLAND | 259,900 | .14 |
| 151 | ROCHESTER-MASON CITY-AUSTIN | 255,000 | .14 |
| 152 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 254,200 | .14 |
| 153 | MEDFORD | 253,400 | .14 |
| 154 | BANGOR | 247,200 | .13 |
| 155 | SARASOTA | 240,000 | .13 |
| 156 | QUINCY-HANNIBAL | 214,900 | .12 |
| 157 | BILOXI-GULFPORT-PASCAGOULA | 214,700 | .12 |
| 158 | UTICA | 213,200 | .12 |
| 159 | ABILENE-SWEETWATER | 209,800 | .11 |
| 160 | IDAHO FALLS-POCATELLO | 209,300 | .11 |
| 161 | CLARKSBURG-WESTON | 208,500 | .11 |
| 162 | SALISBURY | 192,400 | .10 |
| 163 | PANAMA CITY | 192,200 | .10 |
| 164 | LAUREL-HATTIESBURG | 188,100 | .10 |
| 165 | HARRISONBURG | 185,500 | .10 |
| 166 | WATERTOWN-CARTHAGE | 184,300 | .10 |
| 167 | PALM SPRINGS | 183,500 | .10 |
| 168 | GAINESVILLE | 178,900 | .10 |
| 169 | ALEXANDRIA, LA | 175,000 | .09 |
| 170 | DOTHAN | 174,800 | .09 |
| 171 | ELMIRA | 171,200 | .09 |
| 172 | RAPID CITY | 162,900 | .09 |
| 173 | LAKE CHARLES | 160,600 | .09 |
| 174 | BILLINGS-HARDIN | 159,700 | .09 |
| 175 | GREENWOOD-GREENVILLE | 152,200 | .08 |
| 176 | EL CENTRO-YUMA | 143,700 | .08 |
| 177 | JONESBORO | 139,700 | .08 |
| 178 | ARDMORE-ADA | 134,200 | .07 |
| 179 | MISSOULA | 134,000 | .07 |
| 180 | GRAND JUNCTION-DURANGO | 128,800 | .07 |
| 181 | MERIDIAN | 127,500 | .07 |
| 182 | GREAT FALLS | 118,600 | .06 |
| 183 | TUSCALOOSA | 115,500 | .06 |
| 184 | MARQUETTE | 112,600 | .06 |
| 185 | JACKSON, TN | 112,100 | .06 |
| 186 | PARKERSBURG | 109,500 | .06 |
| 187 | EUREKA | 103,500 | .06 |
| 188 | LAFAYETTE, IN | 101,200 | .05 |
| 189 | SAN ANGELO | 98,200 | .05 |
| 190 | BUTTE | 95,100 | .05 |
| 191 | ST. JOSEPH | 94,900 | .05 |
| 192 | HAGERSTOWN | 94,700 | .05 |
| 193 | LAREDO | 92,300 | .05 |
| 194 | BOWLING GREEN | 91,900 | .05 |
| 195 | ANNISTON | 86,800 | .05 |
| 196 | CHARLOTTESVILLE | 85,700 | .05 |
| 197 | LIMA | 78,600 | .04 |
| 198 | CHEYENNE-SCOTTSBLUFF (STERLING) | 78,300 | .04 |
| 199 | CASPER-RIVERTON | 74,100 | .04 |
| 200 | TWIN FALLS | 67,900 | .04 |
| 201 | OTTUMWA-KIRKSVILLE | 66,200 | .04 |
| 202 | FLAGSTAFF | 64,700 | .04 |
| 203 | PRESQUE ISLE | 62,300 | .03 |
| 204 | MANKATO | 61,700 | .03 |
| 205 | ZANESVILLE | 59,900 | .03 |
| 206 | BEND | 53,800 | .03 |
| 207 | VICTORIA | 51,200 | .03 |
| 208 | HELENA | 33,700 | .02 |
| 209 | NORTH PLATTE | 32,100 | .02 |
| 210 | ALPENA | 30,300 | .02 |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK PERSONS 18+** US TOTAL 20,136,900

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 2,171,800 | 10.78 |
| 2 | CHICAGO | 1,038,500 | 5.16 |
| 3 | PHILADELPHIA | 825,200 | 4.10 |
| 4 | WASHINGTON, DC | 811,500 | 4.03 |
| 5 | LOS ANGELES | 809,700 | 4.02 |
| 6 | DETROIT | 668,200 | 3.32 |
| 7 | ATLANTA | 632,000 | 3.14 |
| 8 | HOUSTON | 479,000 | 2.38 |
| 9 | BALTIMORE | 461,300 | 2.29 |
| 10 | DALLAS-FT. WORTH | 418,800 | 2.08 |
| 11 | RALEIGH-DURHAM | 402,000 | 2.00 |
| 12 | MEMPHIS | 393,100 | 1.95 |
| 13 | MIAMI-FT. LAUDERDALE | 386,300 | 1.92 |
| 14 | SAN FRANCISCO-OAKLAND-SAN JOSE | 353,100 | 1.75 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 347,400 | 1.73 |
| 16 | CLEVELAND | 333,000 | 1.65 |
| 17 | NEW ORLEANS | 332,300 | 1.65 |
| 18 | ST. LOUIS | 290,300 | 1.44 |
| 19 | RICHMOND | 248,300 | 1.23 |
| 20 | CHARLOTTE | 246,200 | 1.22 |
| 21 | JACKSON, MS | 222,200 | 1.10 |
| 22 | BIRMINGHAM | 215,700 | 1.07 |
| 23 | COLUMBIA, SC | 210,700 | 1.05 |
| 24 | SHREVEPORT-TEXARKANA | 180,900 | .90 |
| 25 | TAMPA-ST. PETERSBURG | 176,000 | .87 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 175,200 | .87 |
| 27 | GREENVILLE-SPARTANBURG-ASHEVILLE | 168,800 | .84 |
| 28 | BOSTON | 168,300 | .84 |
| 29 | JACKSONVILLE | 167,000 | .83 |
| 30 | ORLANDO-DAYTONA BEACH-MELBOURNE | 163,300 | .81 |
| 31 | NASHVILLE | 158,800 | .79 |
| 32 | MOBILE-PENSACOLA | 156,600 | .78 |
| 33 | BATON ROUGE | 156,500 | .78 |
| 34 | MONTGOMERY-SELMA | 155,600 | .77 |
| 35 | KANSAS CITY | 144,100 | .72 |
| 36 | CHARLESTON, SC | 141,200 | .70 |
| 37 | INDIANAPOLIS | 139,200 | .69 |
| 38 | LITTLE ROCK | 138,900 | .69 |
| 39 | CINCINNATI | 138,700 | .69 |
| 40 | AUGUSTA | 137,200 | .68 |
| 41 | SAVANNAH | 136,800 | .68 |
| 42 | MILWAUKEE | 135,300 | .67 |
| 43 | HARTFORD-NEW HAVEN | 130,000 | .65 |
| 43 | PITTSBURGH | 130,000 | .65 |
| 45 | GREENVILLE-NEW BERN-WASHINGTON | 127,300 | .63 |
| 46 | COLUMBUS, GA | 124,000 | .62 |
| 47 | COLUMBUS, OH | 123,500 | .61 |
| 48 | MACON | 122,800 | .61 |
| 49 | ROANOKE-LYNCHBURG | 110,600 | .55 |
| 50 | SACRAMENTO-STOCKTON | 109,400 | .54 |
| 51 | TALLAHASSEE-THOMASVILLE | 108,500 | .54 |
| 52 | SAN DIEGO | 107,800 | .54 |
| 53 | LOUISVILLE | 99,000 | .49 |
| 54 | MONROE-EL DORADO | 97,900 | .49 |
| 55 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 96,700 | .48 |
| 56 | DAYTON | 92,300 | .46 |
| 57 | BUFFALO | 90,600 | .45 |
| 57 | SEATTLE-TACOMA | 90,600 | .45 |
| 59 | COLUMBUS-TUPELO | 89,800 | .45 |
| 59 | FLORENCE-MYRTLE BEACH | 89,800 | .45 |
| 61 | ALBANY, GA | 84,600 | .42 |
| 62 | LAFAYETTE, LA | 84,400 | .42 |
| 63 | GREENWOOD-GREENVILLE | 82,800 | .41 |
| 64 | FLINT-SAGINAW-BAY CITY | 79,600 | .40 |
| 65 | WACO-TEMPLE-BRYAN | 77,200 | .38 |
| 66 | OKLAHOMA CITY | 77,100 | .38 |
| 67 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 72,700 | .36 |
| 68 | DENVER | 67,900 | .34 |
| 69 | SAN ANTONIO | 67,100 | .33 |
| 69 | TYLER-LONGVIEW-JACKSONVILLE | 67,100 | .33 |
| 71 | HUNTSVILLE-DECATUR-FLORENCE | 64,200 | .32 |
| 72 | WILMINGTON | 63,300 | .31 |
| 73 | BEAUMONT-PORT ARTHUR | 62,800 | .31 |
| 74 | MINNEAPOLIS-ST. PAUL | 60,200 | .30 |
| 75 | ROCHESTER, NY | 58,000 | .29 |
| 76 | AUSTIN, TX | 57,000 | .28 |
| 77 | TULSA | 53,900 | .27 |
| 78 | PHOENIX | 52,500 | .26 |
| 79 | TOLEDO | 49,500 | .25 |
| 80 | LAUREL-HATTIESBURG | 48,600 | .24 |
| 81 | LAS VEGAS | 48,500 | .24 |
| 82 | CHATTANOOGA | 47,400 | .24 |
| 83 | MERIDIAN | 42,900 | .21 |
| 84 | HARRISBURG-YORK-LANCASTER-LEBANON | 40,700 | .20 |
| 85 | YOUNGSTOWN | 40,500 | .20 |
| 86 | ALEXANDRIA, LA | 40,300 | .20 |
| 87 | BILOXI-GULFPORT-PASCAGOULA | 38,000 | .19 |
| 88 | SOUTH BEND-ELKHART | 37,900 | .19 |
| 89 | LEXINGTON | 37,600 | .19 |
| 90 | SPRINGFIELD-DECATUR-CHAMPAIGN | 37,300 | .19 |
| 91 | FRESNO-VISALIA | 37,100 | .18 |
| 92 | SALISBURY | 36,500 | .18 |
| 93 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 36,100 | .18 |
| 94 | ALBANY-SCHENECTADY-TROY | 34,300 | .17 |
| 95 | OMAHA | 33,700 | .17 |
| 96 | SYRACUSE | 32,600 | .16 |
| 97 | KNOXVILLE | 32,200 | .16 |
| 98 | DOTHAN | 31,600 | .16 |
| 99 | LAKE CHARLES | 31,300 | .16 |
| 100 | LANSING | 30,500 | .15 |
| 101 | WICHITA-HUTCHINSON | 29,100 | .14 |
| 102 | PORTLAND, OR | 28,900 | .14 |
| 103 | PROVIDENCE-NEW BEDFORD | 28,500 | .14 |
| 104 | TUSCALOOSA | 26,700 | .13 |
| 105 | GAINESVILLE | 26,300 | .13 |
| 106 | WICHITA FALLS-LAWTON | 24,700 | .12 |
| 107 | SPRINGFIELD, MA | 23,700 | .12 |
| 108 | FT. MYERS-NAPLES | 23,600 | .12 |
| 108 | PANAMA CITY | 23,600 | .12 |
| 110 | COLORADO SPRINGS-PUEBLO | 22,000 | .11 |
| 111 | PEORIA-BLOOMINGTON | 21,600 | .11 |
| 112 | CHARLESTON-HUNTINGTON | 21,100 | .10 |
| 113 | JACKSON, TN | 20,300 | .10 |
| 114 | FT. WAYNE | 19,400 | .10 |
| 115 | EVANSVILLE | 18,800 | .09 |
| 116 | TOPEKA | 18,800 | .09 |
| 117 | SALINAS-MONTEREY | 17,600 | .09 |
| 118 | ROCKFORD | 17,500 | .09 |
| 118 | TUCSON | 17,500 | .09 |
| 120 | BAKERSFIELD | 17,100 | .08 |
| 121 | EL PASO | 16,000 | .08 |
| 122 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 15,900 | .08 |
| 123 | ALBUQUERQUE | 15,500 | .08 |
| 124 | COLUMBIA-JEFFERSON CITY | 15,100 | .07 |
| 125 | ANNISTON | 14,800 | .07 |
| 126 | BLUEFIELD-BECKLEY-OAK HILL | 14,700 | .07 |
| 127 | LUBBOCK | 14,400 | .07 |
| 128 | DES MOINES | 12,300 | .06 |
| 129 | CHARLOTTESVILLE | 11,800 | .06 |
| 130 | MADISON | 11,100 | .06 |
| 131 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 10,700 | .05 |
| 132 | ODESSA-MIDLAND | 10,600 | .05 |
| 133 | AMARILLO | 10,500 | .05 |
| 133 | CORPUS CHRISTI | 10,500 | .05 |
| 133 | WILKES BARRE-SCRANTON | 10,500 | .05 |
| 136 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 9,400 | .05 |
| 136 | ERIE | 9,400 | .05 |
| 138 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 9,300 | .05 |
| 139 | ABILENE-SWEETWATER | 8,700 | .04 |
| 140 | JOHNSTOWN-ALTOONA | 8,600 | .04 |
| 141 | HARRISONBURG | 8,300 | .04 |
| 142 | LIMA | 8,200 | .04 |
| 142 | UTICA | 8,200 | .04 |
| 144 | SALT LAKE CITY | 7,800 | .04 |
| 144 | SARASOTA | 7,800 | .04 |
| 146 | RENO | 7,500 | .04 |
| 147 | SPRINGFIELD, MO | 7,200 | .04 |
| 148 | BURLINGTON-PLATTSBURGH | 6,900 | .03 |
| 148 | FT. SMITH | 6,900 | .03 |
| 148 | WATERTOWN-CARTHAGE | 6,900 | .03 |
| 151 | HAGERSTOWN | 6,300 | .03 |
| 152 | WHEELING-STEUBENVILLE | 5,900 | .03 |
| 153 | ARDMORE-ADA | 5,700 | .03 |
| 154 | TERRE HAUTE | 5,400 | .03 |
| 155 | BOWLING GREEN | 4,900 | .02 |
| 155 | ELMIRA | 4,900 | .02 |
| 155 | QUINCY-HANNIBAL | 4,900 | .02 |
| 155 | TRAVERSE CITY-CADILLAC | 4,900 | .02 |
| 159 | PALM SPRINGS | 4,600 | .02 |
| 160 | JONESBORO | 4,500 | .02 |
| 161 | SPOKANE | 4,400 | .02 |
| 162 | BINGHAMTON | 3,600 | .02 |
| 162 | EL CENTRO-YUMA | 3,600 | .02 |
| 162 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 3,600 | .02 |
| 165 | LINCOLN-HASTINGS-KEARNEY | 3,500 | .02 |
| 166 | JOPLIN-PITTSBURG | 3,300 | .02 |
| 167 | VICTORIA | 3,200 | .02 |
| 168 | PORTLAND-POLAND SPRING | 2,800 | .01 |
| 168 | SAN ANGELO | 2,800 | .01 |
| 170 | CHICO-REDDING | 2,600 | .01 |
| 171 | CLARKSBURG-WESTON | 2,300 | .01 |
| 171 | ZANESVILLE | 2,300 | .01 |
| 173 | LAFAYETTE, IN | 2,100 | .01 |
| 174 | EUGENE | 2,000 | .01 |
| 175 | ST. JOSEPH | 1,900 | .01 |
| 176 | SIOUX CITY | 1,700 | .01 |
| 177 | CHEYENNE-SCOTTSBLUFF (STERLING) | 1,500 | .01 |
| 177 | EUREKA | 1,500 | .01 |
| 177 | GREEN BAY-APPLETON | 1,500 | .01 |
| 180 | FARGO | 1,400 | .01 |
| 181 | BOISE | 1,300 | .01 |
| 181 | MARQUETTE | 1,300 | .01 |
| 183 | DULUTH-SUPERIOR | 1,100 | .01 |
| 183 | FLAGSTAFF | 1,100 | .01 |
| 183 | MEDFORD | 1,100 | .01 |
| 183 | PARKERSBURG | 1,100 | .01 |
| 183 | RAPID CITY | 1,100 | .01 |
| 188 | MCALLEN-BROWNSVILLE: LRGV | 900 | - |
| 188 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 900 | - |
| 188 | ROCHESTER-MASON CITY-AUSTIN | 900 | - |
| 188 | WAUSAU-RHINELANDER | 900 | - |
| 192 | LA CROSSE-EAU CLAIRE | 800 | - |
| 192 | SIOUX FALLS-MITCHELL | 800 | - |
| 194 | BANGOR | 700 | - |
| 194 | PRESQUE ISLE | 700 | - |
| 196 | GREAT FALLS | 600 | - |
| 197 | GRAND JUNCTION-DURANGO | 500 | - |
| 197 | OTTUMWA-KIRKSVILLE | 500 | - |
| 199 | IDAHO FALLS-POCATELLO | 400 | - |
| 200 | BILLINGS-HARDIN | 300 | - |
| 200 | MANKATO | 300 | - |
| 202 | CASPER-RIVERTON | 200 | - |
| 202 | MISSOULA | 200 | - |
| 204 | BEND | 100 | - |
| 204 | BUTTE | 100 | - |
| 204 | HELENA | 100 | - |
| 204 | LAREDO | 100 | - |
| 204 | NORTH PLATTE | 100 | - |
| 204 | TWIN FALLS | 100 | - |
| 210 | ALPENA | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC PERSONS 18+

US TOTAL 15,229,700

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 3,171,700 | 20.83 |
| 2 | NEW YORK | 2,029,100 | 13.32 |
| 3 | MIAMI-FT LAUDERDALE | 886,100 | 5.82 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 638,300 | 4.19 |
| 5 | CHICAGO | 593,200 | 3.90 |
| 6 | HOUSTON | 541,800 | 3.56 |
| 7 | SAN ANTONIO | 530,300 | 3.48 |
| 8 | DALLAS-FT. WORTH | 379,000 | 2.49 |
| 9 | MCALLEN-BROWNSVILLE: LRGV | 372,900 | 2.45 |
| 10 | SAN DIEGO | 352,900 | 2.32 |
| 11 | ALBUQUERQUE | 331,600 | 2.18 |
| 12 | EL PASO | 330,800 | 2.17 |
| 13 | FRESNO-VISALIA | 299,900 | 1.97 |
| 14 | SACRAMENTO-STOCKTON | 280,400 | 1.84 |
| 15 | PHOENIX | 273,200 | 1.79 |
| 16 | PHILADELPHIA | 195,200 | 1.28 |
| 17 | DENVER | 193,000 | 1.27 |
| 18 | WASHINGTON, DC | 185,600 | 1.22 |
| 19 | CORPUS CHRISTI | 177,700 | 1.17 |
| 20 | BOSTON | 161,800 | 1.06 |
| 21 | TUCSON | 141,500 | .93 |
| 22 | TAMPA-ST. PETERSBURG | 135,800 | .89 |
| 23 | AUSTIN, TX | 127,900 | .84 |
| 24 | SALINAS-MONTEREY | 118,600 | .78 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 105,800 | .69 |
| 26 | HARTFORD-NEW HAVEN | 94,800 | .62 |
| 27 | BAKERSFIELD | 89,000 | .58 |
| 28 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 87,100 | .57 |
| 29 | LAREDO | 85,000 | .56 |
| 30 | ODESSA-MIDLAND | 76,700 | .50 |
| 31 | SEATTLE-TACOMA | 73,600 | .48 |
| 32 | EL CENTRO-YUMA | 69,500 | .46 |
| 33 | COLORADO SPRINGS-PUEBLO | 68,900 | .45 |
| 34 | LUBBOCK | 65,800 | .43 |
| 34 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 65,800 | .43 |
| 36 | PALM SPRINGS | 62,000 | .41 |
| 37 | LAS VEGAS | 61,900 | .41 |
| 38 | DETROIT | 60,900 | .40 |
| 39 | SALT LAKE CITY | 58,200 | .38 |
| 40 | WACO-TEMPLE-BRYAN | 57,500 | .38 |
| 41 | PORTLAND, OR | 56,600 | .37 |
| 42 | ATLANTA | 54,400 | .36 |
| 43 | AMARILLO | 49,100 | .32 |
| 44 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 44,600 | .29 |
| 45 | MILWAUKEE | 43,800 | .29 |
| 46 | NEW ORLEANS | 42,600 | .28 |
| 47 | PROVIDENCE-NEW BEDFORD | 41,400 | .27 |
| 48 | CLEVELAND | 39,800 | .26 |
| 49 | KANSAS CITY | 34,600 | .23 |
| 50 | FT. MYERS-NAPLES | 32,300 | .21 |
| 51 | WICHITA-HUTCHINSON | 32,000 | .21 |
| 52 | SPRINGFIELD, MA | 30,800 | .20 |
| 53 | RENO | 30,700 | .20 |
| 54 | OKLAHOMA CITY | 29,700 | .20 |
| 55 | MINNEAPOLIS-ST. PAUL | 29,200 | .19 |
| 56 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 27,300 | .18 |
| 57 | ABILENE-SWEETWATER | 27,000 | .18 |
| 58 | TOLEDO | 24,700 | .16 |
| 59 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 24,400 | .16 |
| 60 | BALTIMORE | 23,900 | .16 |
| 61 | SAN ANGELO | 23,300 | .15 |
| 62 | RALEIGH-DURHAM | 23,100 | .15 |
| 63 | BUFFALO | 22,100 | .15 |
| 64 | JACKSONVILLE | 20,700 | .14 |
| 65 | HARRISBURG-YORK-LANCASTER-LEBANON | 20,600 | .14 |
| 66 | ST. LOUIS | 19,900 | .13 |
| 67 | FLINT-SAGINAW-BAY CITY | 19,700 | .13 |
| 68 | ROCHESTER, NY | 19,500 | .13 |
| 69 | CHICO-REDDING | 19,400 | .13 |
| 70 | WICHITA FALLS-LAWTON | 18,800 | .12 |
| 71 | SPOKANE | 18,500 | .12 |
| 72 | TYLER-LONGVIEW-JACKSONVILLE | 18,000 | .12 |
| 73 | BOISE | 17,600 | .12 |
| 74 | VICTORIA | 16,100 | .11 |
| 75 | ALBANY-SCHENECTADY-TROY | 15,800 | .10 |
| 76 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 15,000 | .10 |
| 77 | INDIANAPOLIS | 14,100 | .09 |
| 78 | TULSA | 13,200 | .09 |
| 79 | LANSING | 12,500 | .08 |
| 80 | OMAHA | 12,100 | .08 |
| 81 | IDAHO FALLS-POCATELLO | 12,000 | .08 |
| 82 | PITTSBURGH | 11,800 | .08 |
| 83 | SHREVEPORT-TEXARKANA | 11,400 | .07 |
| 84 | SYRACUSE | 11,300 | .07 |
| 85 | CHARLOTTE | 11,200 | .07 |
| 86 | MOBILE-PENSACOLA | 11,100 | .07 |
| 87 | BEAUMONT-PORT ARTHUR | 11,000 | .07 |
| 88 | NASHVILLE | 10,800 | .07 |
| 89 | GRAND JUNCTION-DURANGO | 10,500 | .07 |
| 90 | TOPEKA | 10,000 | .07 |
| 91 | GREENVILLE-NEW BERN-WASHINGTON | 9,700 | .06 |
| 92 | COLUMBUS, OH | 9,600 | .06 |
| 93 | SOUTH BEND-ELKHART | 9,300 | .06 |
| 94 | MEDFORD | 8,900 | .06 |
| 95 | MEMPHIS | 8,500 | .06 |
| 95 | TALLAHASSEE-THOMASVILLE | 8,500 | .06 |
| 97 | GREENVILLE-SPARTANBURG-ASHEVILLE | 7,900 | .05 |
| 98 | CHEYENNE-SCOTTSBLUFF (STERLING) | 7,800 | .05 |
| 98 | EUGENE | 7,800 | .05 |
| 98 | RICHMOND | 7,800 | .05 |
| 98 | SAVANNAH | 7,800 | .05 |
| 102 | GREENSBORO-WINSTON SALEM-HIGH POINT | 7,600 | .05 |
| 103 | ROCKFORD | 7,400 | .05 |
| 104 | WILKES BARRE-SCRANTON | 7,200 | .05 |
| 105 | BATON ROUGE | 7,100 | .05 |
| 106 | LOUISVILLE | 6,800 | .04 |
| 107 | CINCINNATI | 6,700 | .04 |
| 107 | FLAGSTAFF | 6,700 | .04 |
| 109 | SPRINGFIELD-DECATUR-CHAMPAIGN | 6,600 | .04 |
| 110 | DES MOINES | 6,500 | .04 |
| 111 | DAYTON | 6,400 | .04 |
| 112 | FT. WAYNE | 6,100 | .04 |
| 112 | GAINESVILLE | 6,100 | .04 |
| 114 | BURLINGTON-PLATTSBURGH | 6,000 | .04 |
| 114 | COLUMBUS, GA | 6,000 | .04 |
| 114 | LINCOLN-HASTINGS-KEARNEY | 6,000 | .04 |
| 114 | LITTLE ROCK | 6,000 | .04 |
| 118 | COLUMBIA, SC | 5,800 | .04 |
| 119 | CHARLESTON, SC | 5,400 | .04 |
| 120 | EUREKA | 5,200 | .03 |
| 120 | MADISON | 5,200 | .03 |
| 120 | SPRINGFIELD, MO | 5,200 | .03 |
| 120 | YOUNGSTOWN | 5,200 | .03 |
| 124 | PEORIA-BLOOMINGTON | 4,900 | .03 |
| 125 | GREEN BAY-APPLETON | 4,700 | .03 |
| 125 | SARASOTA | 4,700 | .03 |
| 127 | ALBANY, GA | 4,600 | .03 |
| 127 | CHATTANOOGA | 4,600 | .03 |
| 127 | ROANOKE-LYNCHBURG | 4,600 | .03 |
| 130 | LAFAYETTE, LA | 4,100 | .03 |
| 131 | AUGUSTA | 4,000 | .03 |
| 131 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 4,000 | .03 |
| 133 | FT. SMITH | 3,900 | .03 |
| 134 | ALEXANDRIA, LA | 3,800 | .02 |
| 134 | UTICA | 3,800 | .02 |
| 134 | WATERTOWN-CARTHAGE | 3,800 | .02 |
| 137 | HUNTSVILLE-DECATUR-FLORENCE | 3,700 | .02 |
| 137 | PORTLAND-POLAND SPRING | 3,700 | .02 |
| 139 | BIRMINGHAM | 3,500 | .02 |
| 139 | SIOUX CITY | 3,500 | .02 |
| 141 | BILLINGS-HARDIN | 3,400 | .02 |
| 142 | FARGO | 3,200 | .02 |
| 142 | LEXINGTON | 3,200 | .02 |
| 142 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 3,200 | .02 |
| 142 | PANAMA CITY | 3,200 | .02 |
| 142 | TWIN FALLS | 3,200 | .02 |
| 147 | JOHNSTOWN-ALTOONA | 3,000 | .02 |
| 147 | MACON | 3,000 | .02 |
| 149 | BILOXI-GULFPORT-PASCAGOULA | 2,900 | .02 |
| 149 | BINGHAMTON | 2,900 | .02 |
| 149 | RAPID CITY | 2,900 | .02 |
| 152 | KNOXVILLE | 2,800 | .02 |
| 153 | ROCHESTER-MASON CITY-AUSTIN | 2,700 | .02 |
| 154 | CHARLESTON-HUNTINGTON | 2,600 | .02 |
| 155 | CASPER-RIVERTON | 2,300 | .02 |
| 156 | ERIE | 2,200 | .01 |
| 156 | JOPLIN-PITTSBURG | 2,200 | .01 |
| 156 | MONROE-EL DORADO | 2,200 | .01 |
| 159 | EVANSVILLE | 2,100 | .01 |
| 159 | LAKE CHARLES | 2,100 | .01 |
| 161 | TRAVERSE CITY-CADILLAC | 2,000 | .01 |
| 162 | JACKSON, MS | 1,900 | .01 |
| 163 | COLUMBIA-JEFFERSON CITY | 1,800 | .01 |
| 164 | ARDMORE-ADA | 1,700 | .01 |
| 164 | MONTGOMERY-SELMA | 1,700 | .01 |
| 164 | SALISBURY | 1,700 | .01 |
| 164 | WILMINGTON | 1,700 | .01 |
| 168 | DOTHAN | 1,600 | .01 |
| 168 | ELMIRA | 1,600 | .01 |
| 168 | LA CROSSE-EAU CLAIRE | 1,600 | .01 |
| 168 | LAFAYETTE, IN | 1,600 | .01 |
| 172 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 1,400 | .01 |
| 172 | HARRISONBURG | 1,400 | .01 |
| 172 | MISSOULA | 1,400 | .01 |
| 175 | BUTTE | 1,300 | .01 |
| 175 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 1,300 | .01 |
| 175 | TERRE HAUTE | 1,300 | .01 |
| 178 | BANGOR | 1,200 | .01 |
| 178 | COLUMBUS-TUPELO | 1,200 | .01 |
| 178 | DULUTH-SUPERIOR | 1,200 | .01 |
| 178 | FLORENCE-MYRTLE BEACH | 1,200 | .01 |
| 178 | QUINCY-HANNIBAL | 1,200 | .01 |
| 178 | ST. JOSEPH | 1,200 | .01 |
| 178 | WAUSAU-RHINELANDER | 1,200 | .01 |
| 185 | NORTH PLATTE | 1,100 | .01 |
| 186 | BEND | 1,000 | .01 |
| 186 | BLUEFIELD-BECKLEY-OAK HILL | 1,000 | .01 |
| 186 | CHARLOTTESVILLE | 1,000 | .01 |
| 186 | CLARKSBURG-WESTON | 1,000 | .01 |
| 186 | GREAT FALLS | 1,000 | .01 |
| 186 | LAUREL-HATTIESBURG | 1,000 | .01 |
| 186 | SIOUX FALLS-MITCHELL | 1,000 | .01 |
| 193 | ANNISTON | 900 | .01 |
| 193 | WHEELING-STEUBENVILLE | 900 | .01 |
| 195 | LIMA | 800 | .01 |
| 196 | TUSCALOOSA | 700 | - |
| 197 | GREENWOOD-GREENVILLE | 600 | - |
| 197 | JONESBORO | 600 | - |
| 197 | MANKATO | 600 | - |
| 197 | MARQUETTE | 600 | - |
| 201 | BOWLING GREEN | 500 | - |
| 201 | HAGERSTOWN | 500 | - |
| 201 | MERIDIAN | 500 | - |
| 204 | HELENA | 400 | - |
| 204 | JACKSON, TN | 400 | - |
| 204 | PARKERSBURG | 400 | - |
| 204 | PRESQUE ISLE | 400 | - |
| 208 | ALPENA | 200 | - |
| 208 | OTTUMWA-KIRKSVILLE | 200 | - |
| 208 | ZANESVILLE | 200 | - |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL PERSONS 18-49

US TOTAL 120,784,600

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 9,133,600 | 7.56 |
| 2 | LOS ANGELES | 7,534,000 | 6.24 |
| 3 | CHICAGO | 4,104,300 | 3.40 |
| 4 | PHILADELPHIA | 3,452,800 | 2.86 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 3,131,800 | 2.59 |
| 6 | BOSTON | 2,921,300 | 2.42 |
| 7 | WASHINGTON, DC | 2,610,900 | 2.16 |
| 8 | DALLAS-FT. WORTH | 2,451,000 | 2.03 |
| 9 | DETROIT | 2,288,400 | 1.89 |
| 10 | HOUSTON | 2,106,900 | 1.74 |
| 11 | ATLANTA | 2,089,100 | 1.73 |
| 12 | MINNEAPOLIS-ST. PAUL | 1,829,200 | 1.51 |
| 13 | SEATTLE-TACOMA | 1,806,200 | 1.50 |
| 14 | CLEVELAND | 1,738,800 | 1.44 |
| 15 | MIAMI-FT. LAUDERDALE | 1,558,500 | 1.29 |
| 16 | SACRAMENTO-STOCKTON | 1,425,600 | 1.18 |
| 17 | ST. LOUIS | 1,370,900 | 1.13 |
| 18 | SAN DIEGO | 1,369,800 | 1.13 |
| 19 | DENVER | 1,350,200 | 1.12 |
| 20 | PITTSBURGH | 1,321,300 | 1.09 |
| 21 | BALTIMORE | 1,313,400 | 1.09 |
| 22 | PHOENIX | 1,285,300 | 1.06 |
| 23 | TAMPA-ST. PETERSBURG | 1,255,800 | 1.04 |
| 24 | HARTFORD-NEW HAVEN | 1,227,500 | 1.02 |
| 25 | INDIANAPOLIS | 1,099,800 | .91 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 1,098,000 | .91 |
| 27 | PORTLAND, OR | 1,057,100 | .88 |
| 28 | RALEIGH-DURHAM | 1,013,200 | .84 |
| 29 | MILWAUKEE | 980,700 | .81 |
| 30 | CHARLOTTE | 974,800 | .81 |
| 31 | CINCINNATI | 970,500 | .80 |
| 32 | KANSAS CITY | 968,400 | .80 |
| 33 | NASHVILLE | 936,700 | .78 |
| 34 | COLUMBUS, OH | 931,600 | .77 |
| 35 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 884,000 | .73 |
| 36 | SALT LAKE CITY | 837,100 | .69 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 817,700 | .68 |
| 38 | GREENVILLE-SPARTANBURG-ASHEVILLE | 806,700 | .67 |
| 39 | SAN ANTONIO | 799,800 | .66 |
| 40 | NEW ORLEANS | 789,500 | .65 |
| 41 | MEMPHIS | 780,000 | .65 |
| 42 | BUFFALO | 763,100 | .63 |
| 43 | PROVIDENCE-NEW BEDFORD | 740,400 | .61 |
| 44 | OKLAHOMA CITY | 696,500 | .58 |
| 45 | LOUISVILLE | 695,900 | .58 |
| 46 | HARRISBURG-YORK-LANCASTER-LEBANON | 694,600 | .58 |
| 47 | GREENSBORO-WINSTON SALEM-HIGH POINT | 662,600 | .55 |
| 48 | ALBUQUERQUE | 661,600 | .55 |
| 49 | FRESNO-VISALIA | 639,500 | .53 |
| 50 | ALBANY-SCHENECTADY-TROY | 635,200 | .53 |
| 51 | DAYTON | 622,500 | .52 |
| 52 | JACKSONVILLE | 622,300 | .52 |
| 53 | BIRMINGHAM | 621,200 | .51 |
| 54 | WILKES BARRE-SCRANTON | 600,700 | .50 |
| 55 | RICHMOND | 577,100 | .48 |
| 56 | FLINT-SAGINAW-BAY CITY | 573,100 | .47 |
| 57 | CHARLESTON-HUNTINGTON | 570,000 | .47 |
| 58 | LITTLE ROCK | 544,900 | .45 |
| 59 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 536,700 | .44 |
| 60 | AUSTIN, TX | 529,400 | .44 |
| 61 | MOBILE-PENSACOLA | 525,500 | .44 |
| 62 | KNOXVILLE | 523,500 | .43 |
| 63 | TULSA | 523,000 | .43 |
| 64 | SYRACUSE | 517,100 | .43 |
| 65 | TOLEDO | 513,000 | .42 |
| 66 | ROANOKE-LYNCHBURG | 490,800 | .41 |
| 67 | WICHITA-HUTCHINSON | 489,400 | .41 |
| 68 | ROCHESTER, NY | 474,800 | .39 |
| 69 | GREEN BAY-APPLETON | 471,800 | .39 |
| 70 | PORTLAND-POLAND SPRING | 465,400 | .39 |
| 71 | LEXINGTON | 455,800 | .38 |
| 72 | DES MOINES | 436,400 | .36 |
| 73 | OMAHA | 434,500 | .36 |
| 74 | SHREVEPORT-TEXARKANA | 429,400 | .36 |
| 75 | COLUMBIA, SC | 416,600 | .34 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 415,900 | .34 |
| 77 | LAS VEGAS | 405,300 | .34 |
| 78 | TUCSON | 386,000 | .32 |
| 79 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 385,400 | .32 |
| 80 | CHATTANOOGA | 383,900 | .32 |
| 81 | SPOKANE | 378,400 | .31 |
| 82 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 377,600 | .31 |
| 83 | SOUTH BEND-ELKHART | 370,400 | .31 |
| 84 | JOHNSTOWN-ALTOONA | 368,800 | .31 |
| 85 | EL PASO | 365,300 | .30 |
| 86 | SPRINGFIELD, MO | 364,400 | .30 |
| 87 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 363,000 | .30 |
| 88 | WACO-TEMPLE-BRYAN | 362,700 | .30 |
| 89 | HUNTSVILLE-DECATUR-FLORENCE | 360,000 | .30 |
| 90 | BATON ROUGE | 357,700 | .30 |
| 91 | JACKSON, MS | 357,400 | .30 |
| 92 | MADISON | 355,500 | .29 |
| 93 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 344,400 | .29 |
| 94 | BURLINGTON-PLATTSBURGH | 333,400 | .28 |
| 95 | SPRINGFIELD, MA | 332,400 | .28 |
| 96 | GREENVILLE-NEW BERN-WASHINGTON | 330,400 | .27 |
| 97 | SALINAS-MONTEREY | 326,600 | .27 |
| 98 | LANSING | 326,400 | .27 |
| 99 | CHARLESTON, SC | 325,300 | .27 |
| 100 | SAVANNAH | 320,800 | .27 |
| 101 | COLORADO SPRINGS-PUEBLO | 315,000 | .26 |
| 102 | EVANSVILLE | 309,700 | .26 |
| 102 | YOUNGSTOWN | 309,700 | .26 |
| 104 | MCALLEN-BROWNSVILLE: LRGV | 308,900 | .26 |
| 105 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 303,600 | .25 |
| 106 | FT. WAYNE | 293,600 | .24 |
| 107 | LINCOLN-HASTINGS-KEARNEY | 276,400 | .23 |
| 108 | AUGUSTA | 274,800 | .23 |
| 109 | PEORIA-BLOOMINGTON | 272,600 | .23 |
| 110 | TALLAHASSEE-THOMASVILLE | 271,200 | .22 |
| 111 | MONTGOMERY-SELMA | 261,600 | .22 |
| 112 | FARGO | 258,700 | .21 |
| 113 | FT. MYERS-NAPLES | 253,500 | .21 |
| 114 | RENO | 251,300 | .21 |
| 115 | COLUMBUS, GA | 247,100 | .20 |
| 116 | SIOUX FALLS-MITCHELL | 245,200 | .20 |
| 117 | TYLER-LONGVIEW-JACKSONVILLE | 241,300 | .20 |
| 118 | MACON | 241,000 | .20 |
| 119 | EUGENE | 238,000 | .20 |
| 120 | LAFAYETTE, LA | 236,500 | .20 |
| 121 | CORPUS CHRISTI | 227,600 | .19 |
| 122 | BAKERSFIELD | 227,500 | .19 |
| 123 | FT. SMITH | 225,100 | .19 |
| 124 | LA CROSSE-EAU CLAIRE | 219,100 | .18 |
| 125 | COLUMBUS-TUPELO | 212,900 | .18 |
| 126 | TRAVERSE CITY-CADILLAC | 212,200 | .18 |
| 127 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 209,700 | .17 |
| 128 | MONROE-EL DORADO | 208,200 | .17 |
| 129 | TOPEKA | 197,600 | .16 |
| 130 | AMARILLO | 195,700 | .16 |
| 131 | BINGHAMTON | 194,900 | .16 |
| 132 | FLORENCE-MYRTLE BEACH | 194,600 | .16 |
| 133 | WAUSAU-RHINELANDER | 194,200 | .16 |
| 134 | ROCKFORD | 190,400 | .16 |
| 135 | BOISE | 189,700 | .16 |
| 136 | CHICO-REDDING | 188,500 | .16 |
| 137 | WICHITA FALLS-LAWTON | 186,900 | .15 |
| 138 | BEAUMONT-PORT ARTHUR | 186,300 | .15 |
| 139 | ERIE | 185,300 | .15 |
| 140 | DULUTH-SUPERIOR | 183,900 | .15 |
| 141 | WILMINGTON | 181,700 | .15 |
| 142 | TERRE HAUTE | 179,200 | .15 |
| 143 | LUBBOCK | 178,200 | .15 |
| 144 | COLUMBIA-JEFFERSON CITY | 177,500 | .15 |
| 145 | ODESSA-MIDLAND | 171,500 | .14 |
| 146 | SIOUX CITY | 171,400 | .14 |
| 147 | ALBANY, GA | 169,900 | .14 |
| 148 | WHEELING-STEUBENVILLE | 159,100 | .13 |
| 149 | BANGOR | 157,700 | .13 |
| 150 | BLUEFIELD-BECKLEY-OAK HILL | 156,700 | .13 |
| 151 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 154,300 | .13 |
| 152 | ROCHESTER-MASON CITY-AUSTIN | 150,800 | .12 |
| 153 | JOPLIN-PITTSBURG | 150,700 | .12 |
| 154 | MEDFORD | 145,000 | .12 |
| 155 | BILOXI-GULFPORT-PASCAGOULA | 143,400 | .12 |
| 156 | IDAHO FALLS-POCATELLO | 141,400 | .12 |
| 157 | UTICA | 130,700 | .11 |
| 158 | GAINESVILLE | 127,500 | .11 |
| 159 | QUINCY-HANNIBAL | 124,400 | .10 |
| 160 | ABILENE-SWEETWATER | 124,000 | .10 |
| 160 | WATERTOWN-CARTHAGE | 124,000 | .10 |
| 162 | PALM SPRINGS | 123,600 | .10 |
| 163 | CLARKSBURG-WESTON | 121,500 | .10 |
| 164 | LAUREL-HATTIESBURG | 120,000 | .10 |
| 165 | HARRISONBURG | 118,700 | .10 |
| 166 | ALEXANDRIA, LA | 118,100 | .10 |
| 167 | PANAMA CITY | 117,900 | .10 |
| 168 | SALISBURY | 116,000 | .10 |
| 169 | DOTHAN | 110,400 | .09 |
| 170 | RAPID CITY | 104,900 | .09 |
| 171 | LAKE CHARLES | 104,600 | .09 |
| 172 | ELMIRA | 103,300 | .09 |
| 173 | SARASOTA | 100,400 | .08 |
| 174 | BILLINGS-HARDIN | 99,700 | .08 |
| 175 | GREENWOOD-GREENVILLE | 96,400 | .08 |
| 176 | EL CENTRO-YUMA | 91,900 | .08 |
| 177 | MISSOULA | 86,400 | .07 |
| 178 | JONESBORO | 82,300 | .07 |
| 179 | GRAND JUNCTION-DURANGO | 79,300 | .07 |
| 180 | TUSCALOOSA | 79,000 | .07 |
| 181 | MERIDIAN | 78,100 | .06 |
| 182 | ARDMORE-ADA | 75,700 | .06 |
| 182 | LAFAYETTE, IN | 75,700 | .06 |
| 184 | GREAT FALLS | 72,700 | .06 |
| 185 | MARQUETTE | 69,700 | .06 |
| 186 | EUREKA | 68,900 | .06 |
| 187 | JACKSON, TN | 68,100 | .06 |
| 188 | PARKERSBURG | 66,600 | .06 |
| 189 | LAREDO | 64,900 | .05 |
| 190 | BUTTE | 62,000 | .05 |
| 191 | CHARLOTTESVILLE | 61,400 | .05 |
| 191 | SAN ANGELO | 61,400 | .05 |
| 193 | HAGERSTOWN | 60,200 | .05 |
| 194 | BOWLING GREEN | 59,800 | .05 |
| 195 | ANNISTON | 56,300 | .05 |
| 196 | ST. JOSEPH | 55,100 | .05 |
| 197 | CHEYENNE-SCOTTSBLUFF (STERLING) | 50,700 | .04 |
| 198 | FLAGSTAFF | 50,300 | .04 |
| 199 | LIMA | 49,300 | .04 |
| 200 | CASPER-RIVERTON | 48,000 | .04 |
| 201 | TWIN FALLS | 41,900 | .03 |
| 202 | PRESQUE ISLE | 39,700 | .03 |
| 203 | MANKATO | 39,600 | .03 |
| 204 | OTTUMWA-KIRKSVILLE | 39,200 | .03 |
| 205 | ZANESVILLE | 37,000 | .03 |
| 206 | VICTORIA | 34,000 | .03 |
| 207 | BEND | 33,700 | .03 |
| 208 | HELENA | 22,200 | .02 |
| 209 | NORTH PLATTE | 18,400 | .02 |
| 210 | ALPENA | 16,600 | .01 |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK PERSONS 18-49** — US TOTAL 14,544,100

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,565,900 | 10.77 |
| 2 | CHICAGO | 734,200 | 5.05 |
| 3 | WASHINGTON, DC | 606,300 | 4.17 |
| 4 | LOS ANGELES | 603,100 | 4.15 |
| 5 | PHILADELPHIA | 569,500 | 3.92 |
| 6 | ATLANTA | 496,000 | 3.41 |
| 7 | DETROIT | 467,800 | 3.22 |
| 8 | HOUSTON | 361,900 | 2.49 |
| 9 | BALTIMORE | 329,200 | 2.26 |
| 10 | DALLAS-FT. WORTH | 323,600 | 2.22 |
| 11 | MIAMI-FT. LAUDERDALE | 293,000 | 2.01 |
| 12 | RALEIGH-DURHAM | 288,800 | 1.99 |
| 13 | MEMPHIS | 275,600 | 1.89 |
| 14 | SAN FRANCISCO-OAKLAND-SAN JOSE | 260,800 | 1.79 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 247,800 | 1.70 |
| 16 | NEW ORLEANS | 238,400 | 1.64 |
| 17 | CLEVELAND | 222,000 | 1.53 |
| 18 | ST. LOUIS | 202,100 | 1.39 |
| 19 | CHARLOTTE | 179,500 | 1.23 |
| 20 | RICHMOND | 171,500 | 1.18 |
| 21 | JACKSON, MS | 155,200 | 1.07 |
| 22 | COLUMBIA, SC | 154,800 | 1.06 |
| 23 | BIRMINGHAM | 144,500 | .99 |
| 24 | BOSTON | 131,700 | .91 |
| 25 | GREENSBORO-WINSTON SALEM-HIGH POINT | 125,400 | .86 |
| 26 | TAMPA-ST. PETERSBURG | 125,100 | .86 |
| 27 | SHREVEPORT-TEXARKANA | 118,700 | .82 |
| 28 | GREENVILLE-SPARTANBURG-ASHEVILLE | 118,400 | .81 |
| 29 | JACKSONVILLE | 117,600 | .81 |
| 30 | ORLANDO-DAYTONA BEACH-MELBOURNE | 116,900 | .80 |
| 31 | BATON ROUGE | 115,100 | .79 |
| 32 | NASHVILLE | 113,700 | .78 |
| 33 | MOBILE-PENSACOLA | 107,100 | .74 |
| 34 | MONTGOMERY-SELMA | 105,500 | .73 |
| 35 | MILWAUKEE | 105,100 | .72 |
| 36 | KANSAS CITY | 103,000 | .71 |
| 37 | CHARLESTON, SC | 100,600 | .69 |
| 38 | HARTFORD-NEW HAVEN | 99,300 | .68 |
| 39 | AUGUSTA | 98,300 | .68 |
| 40 | INDIANAPOLIS | 98,200 | .68 |
| 41 | SAVANNAH | 97,700 | .67 |
| 42 | LITTLE ROCK | 96,300 | .66 |
| 43 | CINCINNATI | 94,600 | .65 |
| 44 | COLUMBUS, OH | 91,300 | .63 |
| 45 | SAN DIEGO | 90,000 | .62 |
| 46 | GREENVILLE-NEW BERN-WASHINGTON | 89,300 | .61 |
| 47 | MACON | 86,800 | .60 |
| 48 | COLUMBUS, GA | 86,600 | .60 |
| 49 | PITTSBURGH | 84,700 | .58 |
| 50 | SACRAMENTO-STOCKTON | 84,500 | .58 |
| 51 | TALLAHASSEE-THOMASVILLE | 77,700 | .53 |
| 52 | ROANOKE-LYNCHBURG | 73,500 | .51 |
| 53 | SEATTLE-TACOMA | 72,400 | .50 |
| 54 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 70,800 | .49 |
| 55 | LOUISVILLE | 69,100 | .48 |
| 56 | MONROE-EL DORADO | 65,300 | .45 |
| 57 | BUFFALO | 63,400 | .44 |
| 58 | FLORENCE-MYRTLE BEACH | 63,100 | .43 |
| 59 | DAYTON | 62,300 | .43 |
| 60 | COLUMBUS-TUPELO | 61,600 | .42 |
| 61 | LAFAYETTE, LA | 59,900 | .41 |
| 62 | ALBANY, GA | 59,700 | .41 |
| 63 | OKLAHOMA CITY | 58,600 | .40 |
| 64 | FLINT-SAGINAW-BAY CITY | 58,500 | .40 |
| 65 | WACO-TEMPLE-BRYAN | 58,300 | .40 |
| 66 | GREENWOOD-GREENVILLE | 56,100 | .39 |
| 67 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 55,000 | .38 |
| 68 | DENVER | 52,200 | .36 |
| 69 | MINNEAPOLIS-ST. PAUL | 49,900 | .34 |
| 70 | HUNTSVILLE-DECATUR-FLORENCE | 47,600 | .33 |
| 71 | SAN ANTONIO | 47,500 | .33 |
| 72 | ROCHESTER, NY | 45,000 | .31 |
| 73 | TYLER-LONGVIEW-JACKSONVILLE | 44,500 | .31 |
| 74 | AUSTIN, TX | 43,100 | .30 |
| 75 | WILMINGTON | 41,600 | .29 |
| 76 | BEAUMONT-PORT ARTHUR | 41,400 | .28 |
| 77 | PHOENIX | 40,400 | .28 |
| 78 | LAS VEGAS | 37,700 | .26 |
| 79 | TULSA | 37,100 | .26 |
| 80 | TOLEDO | 35,100 | .24 |
| 81 | LAUREL-HATTIESBURG | 33,600 | .23 |
| 82 | CHATTANOOGA | 31,800 | .22 |
| 83 | HARRISBURG-YORK-LANCASTER-LEBANON | 30,100 | .21 |
| 84 | ALEXANDRIA, LA | 29,900 | .21 |
| 85 | SPRINGFIELD-DECATUR-CHAMPAIGN | 28,600 | .20 |
| 86 | MERIDIAN | 28,400 | .20 |
| 87 | BILOXI-GULFPORT-PASCAGOULA | 28,300 | .19 |
| 88 | FRESNO-VISALIA | 27,700 | .19 |
| 89 | SOUTH BEND-ELKHART | 26,500 | .18 |
| 90 | ALBANY-SCHENECTADY-TROY | 26,400 | .18 |
| 91 | SYRACUSE | 25,900 | .18 |
| 92 | LEXINGTON | 25,700 | .18 |
| 92 | YOUNGSTOWN | 25,700 | .18 |
| 94 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 25,200 | .17 |
| 95 | SALISBURY | 25,100 | .17 |
| 96 | LANSING | 25,000 | .17 |
| 96 | OMAHA | 25,000 | .17 |
| 98 | KNOXVILLE | 22,400 | .15 |
| 99 | PROVIDENCE-NEW BEDFORD | 22,100 | .15 |
| 100 | PORTLAND, OR | 21,700 | .15 |
| 101 | DOTHAN | 21,600 | .15 |
| 102 | LAKE CHARLES | 21,500 | .15 |
| 102 | WICHITA-HUTCHINSON | 21,500 | .15 |
| 104 | GAINESVILLE | 19,400 | .13 |
| 105 | WICHITA FALLS-LAWTON | 19,100 | .13 |

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 106 | TUSCALOOSA | 18,800 | .13 |
| 107 | COLORADO SPRINGS-PUEBLO | 18,300 | .13 |
| 108 | SPRINGFIELD, MA | 18,200 | .13 |
| 109 | PEORIA-BLOOMINGTON | 17,500 | .12 |
| 110 | FT. MYERS-NAPLES | 16,900 | .12 |
| 111 | PANAMA CITY | 16,000 | .11 |
| 112 | SALINAS-MONTEREY | 15,000 | .10 |
| 112 | TOPEKA | 15,000 | .10 |
| 114 | FT. WAYNE | 14,800 | .10 |
| 115 | CHARLESTON-HUNTINGTON | 14,500 | .10 |
| 116 | JACKSON, TN | 13,700 | .09 |
| 117 | TUCSON | 13,300 | .09 |
| 118 | EL PASO | 13,100 | .09 |
| 118 | ROCKFORD | 13,100 | .09 |
| 120 | BAKERSFIELD | 12,800 | .09 |
| 121 | EVANSVILLE | 12,700 | .09 |
| 122 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 11,900 | .08 |
| 123 | COLUMBIA-JEFFERSON CITY | 11,800 | .08 |
| 124 | ALBUQUERQUE | 11,700 | .08 |
| 125 | ANNISTON | 10,700 | .07 |
| 126 | LUBBOCK | 10,500 | .07 |
| 127 | MADISON | 9,300 | .06 |
| 128 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 8,900 | .06 |
| 129 | DES MOINES | 8,600 | .06 |
| 130 | WILKES BARRE-SCRANTON | 8,400 | .06 |
| 131 | CHARLOTTESVILLE | 8,300 | .06 |
| 132 | BLUEFIELD-BECKLEY-OAK HILL | 8,100 | .06 |
| 133 | AMARILLO | 7,700 | .05 |
| 134 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 7,200 | .05 |
| 134 | JOHNSTOWN-ALTOONA | 7,200 | .05 |
| 136 | CORPUS CHRISTI | 7,100 | .05 |
| 136 | ERIE | 7,100 | .05 |
| 136 | ODESSA-MIDLAND | 7,100 | .05 |
| 139 | UTICA | 6,900 | .05 |
| 140 | WATERTOWN-CARTHAGE | 6,700 | .05 |
| 141 | ABILENE-SWEETWATER | 6,600 | .05 |
| 141 | BURLINGTON-PLATTSBURGH | 6,600 | .05 |
| 143 | SALT LAKE CITY | 6,500 | .04 |
| 144 | HARRISONBURG | 6,400 | .04 |
| 145 | RENO | 6,300 | .04 |
| 146 | SPRINGFIELD, MO | 6,200 | .04 |
| 147 | LIMA | 6,100 | .04 |
| 148 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 5,800 | .04 |
| 149 | HAGERSTOWN | 5,600 | .04 |
| 150 | SARASOTA | 5,100 | .04 |
| 151 | FT. SMITH | 5,000 | .03 |
| 152 | TRAVERSE CITY-CADILLAC | 4,200 | .03 |
| 153 | TERRE HAUTE | 4,100 | .03 |
| 154 | ARDMORE-ADA | 3,900 | .03 |
| 155 | ELMIRA | 3,800 | .03 |
| 155 | QUINCY-HANNIBAL | 3,800 | .03 |
| 157 | WHEELING-STEUBENVILLE | 3,700 | .03 |
| 158 | PALM SPRINGS | 3,600 | .02 |
| 159 | BOWLING GREEN | 3,500 | .02 |
| 160 | SPOKANE | 3,200 | .02 |
| 161 | JONESBORO | 3,100 | .02 |
| 162 | BINGHAMTON | 3,000 | .02 |
| 163 | LINCOLN-HASTINGS-KEARNEY | 2,900 | .02 |
| 164 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 2,800 | .02 |
| 165 | PORTLAND-POLAND SPRING | 2,600 | .02 |
| 166 | EL CENTRO-YUMA | 2,500 | .02 |
| 167 | JOPLIN-PITTSBURG | 2,100 | .01 |
| 167 | VICTORIA | 2,100 | .01 |
| 169 | CHICO-REDDING | 2,000 | .01 |
| 169 | SAN ANGELO | 2,000 | .01 |
| 171 | LAFAYETTE, IN | 1,900 | .01 |
| 172 | EUGENE | 1,700 | .01 |
| 173 | ZANESVILLE | 1,600 | .01 |
| 174 | CLARKSBURG-WESTON | 1,500 | .01 |
| 174 | GREEN BAY-APPLETON | 1,500 | .01 |
| 176 | EUREKA | 1,400 | .01 |
| 176 | FARGO | 1,400 | .01 |
| 176 | ST. JOSEPH | 1,400 | .01 |
| 176 | SIOUX CITY | 1,400 | .01 |
| 180 | MARQUETTE | 1,300 | .01 |
| 181 | BOISE | 1,100 | .01 |
| 182 | CHEYENNE-SCOTTSBLUFF (STERLING) | 1,000 | .01 |
| 182 | RAPID CITY | 1,000 | .01 |
| 184 | DULUTH-SUPERIOR | 900 | .01 |
| 184 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 900 | .01 |
| 184 | ROCHESTER-MASON CITY-AUSTIN | 900 | .01 |
| 184 | WAUSAU-RHINELANDER | 900 | .01 |
| 188 | FLAGSTAFF | 800 | .01 |
| 188 | MEDFORD | 800 | .01 |
| 188 | PARKERSBURG | 800 | .01 |
| 188 | SIOUX FALLS-MITCHELL | 800 | .01 |
| 192 | PRESQUE ISLE | 700 | - |
| 193 | BANGOR | 600 | - |
| 193 | LA CROSSE-EAU CLAIRE | 600 | - |
| 193 | MCALLEN-BROWNSVILLE: LRGV | 600 | - |
| 196 | GREAT FALLS | 500 | - |
| 197 | GRAND JUNCTION-DURANGO | 400 | - |
| 197 | IDAHO FALLS-POCATELLO | 400 | - |
| 199 | BILLINGS-HARDIN | 300 | - |
| 199 | MANKATO | 300 | - |
| 201 | CASPER-RIVERTON | 200 | - |
| 201 | MISSOULA | 200 | - |
| 201 | OTTUMWA-KIRKSVILLE | 200 | - |
| 204 | BEND | 100 | - |
| 204 | BUTTE | 100 | - |
| 204 | HELENA | 100 | - |
| 204 | NORTH PLATTE | 100 | - |
| 204 | TWIN FALLS | 100 | - |
| 209 | ALPENA | | |
| 209 | LAREDO | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC PERSONS 18-49

US TOTAL 11,939,600

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 2,623,900 | 21.98 |
| 2 | NEW YORK | 1,537,200 | 12.87 |
| 3 | MIAMI-FT. LAUDERDALE | 555,500 | 4.65 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 504,200 | 4.22 |
| 5 | CHICAGO | 485,500 | 4.07 |
| 6 | HOUSTON | 453,200 | 3.80 |
| 7 | SAN ANTONIO | 384,600 | 3.22 |
| 8 | DALLAS-FT. WORTH | 325,200 | 2.72 |
| 9 | SAN DIEGO | 288,900 | 2.42 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 273,800 | 2.29 |
| 11 | EL PASO | 243,500 | 2.04 |
| 12 | FRESNO-VISALIA | 240,700 | 2.02 |
| 13 | ALBUQUERQUE | 238,300 | 2.00 |
| 14 | SACRAMENTO-STOCKTON | 222,800 | 1.87 |
| 15 | PHOENIX | 217,400 | 1.82 |
| 16 | PHILADELPHIA | 157,300 | 1.32 |
| 17 | WASHINGTON, DC | 156,100 | 1.31 |
| 18 | DENVER | 152,200 | 1.27 |
| 19 | BOSTON | 136,000 | 1.14 |
| 20 | CORPUS CHRISTI | 125,300 | 1.05 |
| 21 | AUSTIN, TX | 105,900 | .89 |
| 22 | TUCSON | 104,800 | .88 |
| 23 | SALINAS-MONTEREY | 98,400 | .82 |
| 24 | TAMPA-ST. PETERSBURG | 92,800 | .78 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 78,200 | .65 |
| 26 | HARTFORD-NEW HAVEN | 77,900 | .65 |
| 27 | BAKERSFIELD | 73,400 | .61 |
| 28 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 71,200 | .60 |
| 29 | SEATTLE-TACOMA | 61,900 | .52 |
| 30 | LAREDO | 60,400 | .51 |
| 31 | ODESSA-MIDLAND | 59,900 | .50 |
| 32 | EL CENTRO-YUMA | 52,000 | .44 |
| 33 | LUBBOCK | 51,700 | .43 |
| 34 | PALM SPRINGS | 50,700 | .42 |
| 35 | COLORADO SPRINGS-PUEBLO | 49,300 | .41 |
| 36 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 49,000 | .41 |
| 37 | LAS VEGAS | 48,900 | .41 |
| 38 | PORTLAND, OR | 48,300 | .40 |
| 39 | WACO-TEMPLE-BRYAN | 47,400 | .40 |
| 40 | SALT LAKE CITY | 46,600 | .39 |
| 41 | ATLANTA | 46,400 | .39 |
| 42 | DETROIT | 46,000 | .39 |
| 43 | AMARILLO | 40,000 | .34 |
| 44 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 38,100 | .32 |
| 45 | MILWAUKEE | 35,600 | .30 |
| 46 | PROVIDENCE-NEW BEDFORD | 33,400 | .28 |
| 47 | CLEVELAND | 30,000 | .25 |
| 48 | NEW ORLEANS | 29,400 | .25 |
| 49 | KANSAS CITY | 27,100 | .23 |
| 50 | RENO | 25,800 | .22 |
| 50 | SPRINGFIELD, MA | 25,800 | .22 |
| 52 | WICHITA-HUTCHINSON | 25,700 | .22 |
| 53 | OKLAHOMA CITY | 24,900 | .21 |
| 54 | FT. MYERS-NAPLES | 24,800 | .21 |
| 55 | MINNEAPOLIS-ST. PAUL | 24,100 | .20 |
| 56 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 22,500 | .19 |
| 57 | ABILENE-SWEETWATER | 21,500 | .18 |
| 58 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 21,400 | .18 |
| 59 | RALEIGH-DURHAM | 20,700 | .17 |
| 60 | TOLEDO | 19,400 | .16 |
| 61 | BALTIMORE | 18,900 | .16 |
| 62 | BUFFALO | 17,900 | .15 |
| 63 | SAN ANGELO | 17,300 | .14 |
| 64 | HARRISBURG-YORK-LANCASTER-LEBANON | 16,700 | .14 |
| 65 | JACKSONVILLE | 16,300 | .14 |
| 66 | ROCHESTER, NY | 15,700 | .13 |
| 66 | SPOKANE | 15,700 | .13 |
| 68 | CHICO-REDDING | 15,600 | .13 |
| 68 | WICHITA FALLS-LAWTON | 15,600 | .13 |
| 70 | TYLER-LONGVIEW-JACKSONVILLE | 15,500 | .13 |
| 71 | FLINT-SAGINAW-BAY CITY | 15,200 | .13 |
| 72 | ST. LOUIS | 15,100 | .13 |
| 73 | BOISE | 14,700 | .12 |
| 74 | ALBANY-SCHENECTADY-TROY | 13,100 | .11 |
| 75 | VICTORIA | 12,100 | .10 |
| 76 | INDIANAPOLIS | 11,400 | .10 |
| 77 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 11,200 | .09 |
| 78 | IDAHO FALLS-POCATELLO | 10,800 | .09 |
| 79 | LANSING | 10,200 | .09 |
| 79 | TULSA | 10,200 | .09 |
| 81 | SYRACUSE | 10,000 | .08 |
| 82 | CHARLOTTE | 9,500 | .08 |
| 82 | OMAHA | 9,500 | .08 |
| 84 | SHREVEPORT-TEXARKANA | 9,400 | .08 |
| 85 | NASHVILLE | 9,300 | .08 |
| 86 | GREENVILLE-NEW BERN-WASHINGTON | 9,000 | .08 |
| 87 | MOBILE-PENSACOLA | 8,600 | .07 |
| 88 | PITTSBURGH | 8,300 | .07 |
| 89 | BEAUMONT-PORT ARTHUR | 8,000 | .07 |
| 90 | COLUMBUS, OH | 7,800 | .07 |
| 90 | TOPEKA | 7,800 | .07 |
| 92 | SOUTH BEND-ELKHART | 7,600 | .06 |
| 93 | GRAND JUNCTION-DURANGO | 7,400 | .06 |
| 94 | MEDFORD | 7,200 | .06 |
| 94 | TALLAHASSEE-THOMASVILLE | 7,200 | .06 |
| 96 | SAVANNAH | 7,100 | .06 |
| 97 | GREENVILLE-SPARTANBURG-ASHEVILLE | 6,500 | .05 |
| 98 | EUGENE | 6,400 | .05 |
| 98 | MEMPHIS | 6,400 | .05 |
| 100 | ROCKFORD | 6,200 | .05 |
| 101 | GREENSBORO-WINSTON SALEM-HIGH POINT | 6,000 | .05 |
| 102 | SPRINGFIELD-DECATUR-CHAMPAIGN | 5,900 | .05 |
| 103 | CHEYENNE-SCOTTSBLUFF (STERLING) | 5,800 | .05 |
| 103 | RICHMOND | 5,800 | .05 |
| 103 | WILKES BARRE-SCRANTON | 5,800 | .05 |
| 106 | BURLINGTON-PLATTSBURGH | 5,300 | .04 |
| 106 | FLAGSTAFF | 5,300 | .04 |
| 106 | GAINESVILLE | 5,300 | .04 |
| 109 | BATON ROUGE | 5,200 | .04 |
| 109 | LOUISVILLE | 5,200 | .04 |
| 111 | COLUMBUS, GA | 5,100 | .04 |
| 112 | DES MOINES | 5,000 | .04 |
| 112 | FT. WAYNE | 5,000 | .04 |
| 114 | CINCINNATI | 4,900 | .04 |
| 114 | DAYTON | 4,900 | .04 |
| 116 | COLUMBIA, SC | 4,700 | .04 |
| 116 | LINCOLN-HASTINGS-KEARNEY | 4,700 | .04 |
| 118 | MADISON | 4,600 | .04 |
| 118 | SPRINGFIELD, MO | 4,600 | .04 |
| 120 | LITTLE ROCK | 4,500 | .04 |
| 121 | CHARLESTON, SC | 4,400 | .04 |
| 121 | EUREKA | 4,400 | .04 |
| 123 | ALBANY, GA | 4,100 | .03 |
| 124 | ROANOKE-LYNCHBURG | 3,900 | .03 |
| 125 | GREEN BAY-APPLETON | 3,800 | .03 |
| 125 | PEORIA-BLOOMINGTON | 3,800 | .03 |
| 125 | YOUNGSTOWN | 3,800 | .03 |
| 128 | CHATTANOOGA | 3,700 | .03 |
| 129 | WATERTOWN-CARTHAGE | 3,600 | .03 |
| 130 | AUGUSTA | 3,400 | .03 |
| 131 | ALEXANDRIA, LA | 3,300 | .03 |
| 131 | PORTLAND-POLAND SPRING | 3,300 | .03 |
| 133 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 3,100 | .03 |
| 133 | SARASOTA | 3,100 | .03 |
| 133 | SIOUX CITY | 3,100 | .03 |
| 136 | BIRMINGHAM | 3,000 | .03 |
| 136 | FT. SMITH | 3,000 | .03 |
| 136 | LAFAYETTE, LA | 3,000 | .03 |
| 136 | UTICA | 3,000 | .03 |
| 140 | HUNTSVILLE-DECATUR-FLORENCE | 2,900 | .02 |
| 141 | TWIN FALLS | 2,800 | .02 |
| 142 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 2,700 | .02 |
| 143 | FARGO | 2,600 | .02 |
| 143 | LEXINGTON | 2,600 | .02 |
| 143 | PANAMA CITY | 2,600 | .02 |
| 146 | BILLINGS-HARDIN | 2,500 | .02 |
| 146 | BINGHAMTON | 2,500 | .02 |
| 148 | RAPID CITY | 2,400 | .02 |
| 149 | JOHNSTOWN-ALTOONA | 2,300 | .02 |
| 149 | MACON | 2,300 | .02 |
| 151 | BILOXI-GULFPORT-PASCAGOULA | 2,200 | .02 |
| 152 | CHARLESTON-HUNTINGTON | 2,000 | .02 |
| 152 | KNOXVILLE | 2,000 | .02 |
| 154 | ERIE | 1,800 | .02 |
| 155 | CASPER-RIVERTON | 1,700 | .01 |
| 155 | COLUMBIA-JEFFERSON CITY | 1,700 | .01 |
| 155 | LAKE CHARLES | 1,700 | .01 |
| 155 | MONROE-EL DORADO | 1,700 | .01 |
| 159 | ROCHESTER-MASON CITY-AUSTIN | 1,600 | .01 |
| 159 | TRAVERSE CITY-CADILLAC | 1,600 | .01 |
| 161 | ARDMORE-ADA | 1,500 | .01 |
| 161 | DOTHAN | 1,500 | .01 |
| 161 | EVANSVILLE | 1,500 | .01 |
| 164 | JOPLIN-PITTSBURG | 1,400 | .01 |
| 164 | LAFAYETTE, IN | 1,400 | .01 |
| 164 | SALISBURY | 1,400 | .01 |
| 164 | WILMINGTON | 1,400 | .01 |
| 168 | BUTTE | 1,300 | .01 |
| 168 | HARRISONBURG | 1,300 | .01 |
| 168 | LA CROSSE-EAU CLAIRE | 1,300 | .01 |
| 171 | ELMIRA | 1,200 | .01 |
| 171 | JACKSON, MS | 1,200 | .01 |
| 171 | MONTGOMERY-SELMA | 1,200 | .01 |
| 171 | WAUSAU-RHINELANDER | 1,200 | .01 |
| 175 | COLUMBUS-TUPELO | 1,100 | .01 |
| 175 | MISSOULA | 1,100 | .01 |
| 177 | BRISTOL-KINCSPT-JOHNSN CTY: TRI-CTY | 1,000 | .01 |
| 177 | TERRE HAUTE | 1,000 | .01 |
| 179 | ANNISTON | 900 | .01 |
| 179 | BANGOR | 900 | .01 |
| 179 | CHARLOTTESVILLE | 900 | .01 |
| 179 | FLORENCE-MYRTLE BEACH | 900 | .01 |
| 179 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 900 | .01 |
| 179 | QUINCY-HANNIBAL | 900 | .01 |
| 179 | ST. JOSEPH | 900 | .01 |
| 186 | BEND | 800 | .01 |
| 186 | DULUTH-SUPERIOR | 800 | .01 |
| 186 | NORTH PLATTE | 800 | .01 |
| 189 | BLUEFIELD-BECKLEY-OAK HILL | 700 | .01 |
| 189 | GREAT FALLS | 700 | .01 |
| 189 | LAUREL-HATTIESBURG | 700 | .01 |
| 192 | CLARKSBURG-WESTON | 600 | .01 |
| 192 | LIMA | 600 | .01 |
| 192 | MARQUETTE | 600 | .01 |
| 192 | SIOUX FALLS-MITCHELL | 600 | .01 |
| 196 | HAGERSTOWN | 500 | - |
| 196 | TUSCALOOSA | 500 | - |
| 196 | WHEELING-STEUBENVILLE | 500 | - |
| 199 | GREENWOOD-GREENVILLE | 400 | - |
| 199 | HELENA | 400 | - |
| 199 | JONESBORO | 400 | - |
| 199 | MANKATO | 400 | - |
| 199 | PARKERSBURG | 400 | - |
| 199 | PRESQUE ISLE | 400 | - |
| 205 | BOWLING GREEN | 300 | - |
| 205 | MERIDIAN | 300 | - |
| 207 | ALPENA | 200 | - |
| 207 | JACKSON, TN | 200 | - |
| 207 | OTTUMWA-KIRKSVILLE | 200 | - |
| 207 | ZANESVILLE | 200 | - |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL PERSONS 12-24** US TOTAL 45,918,800

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US | ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|---|---|---|---|
| 1 | NEW YORK | 3,219,200 | 7.01 | 106 | EVANSVILLE | 120,700 | .26 |
| 2 | LOS ANGELES | 2,845,600 | 6.20 | 107 | MONTGOMERY-SELMA | 117,100 | .26 |
| 3 | CHICAGO | 1,526,300 | 3.32 | 108 | FT. WAYNE | 116,200 | .25 |
| 4 | PHILADELPHIA | 1,266,100 | 2.76 | 109 | PEORIA-BLOOMINGTON | 115,300 | .25 |
| 5 | BOSTON | 1,028,200 | 2.24 | 110 | COLUMBUS, GA | 113,900 | .25 |
| 6 | SAN FRANCISCO-OAKLAND-SAN JOSE | 994,700 | 2.17 | 111 | AUGUSTA | 113,200 | .25 |
| 7 | DALLAS-FT. WORTH | 875,200 | 1.91 | 112 | LINCOLN-HASTINGS-KEARNEY | 113,000 | .25 |
| 8 | WASHINGTON, DC | 863,200 | 1.88 | 113 | FARGO | 111,500 | .24 |
| 9 | DETROIT | 859,600 | 1.87 | 114 | TYLER-LONGVIEW-JACKSONVILLE | 102,800 | .22 |
| 10 | HOUSTON | 770,500 | 1.68 | 115 | LAFAYETTE, LA | 102,500 | .22 |
| 11 | ATLANTA | 749,900 | 1.63 | 116 | SIOUX FALLS-MITCHELL | 100,600 | .22 |
| 12 | CLEVELAND | 659,000 | 1.44 | 117 | MONROE-EL DORADO | 99,900 | .22 |
| 13 | MINNEAPOLIS-ST. PAUL | 656,000 | 1.43 | 118 | CORPUS CHRISTI | 98,500 | .21 |
| 14 | SEATTLE-TACOMA | 605,100 | 1.32 | 119 | COLUMBUS-TUPELO | 98,100 | .21 |
| 15 | MIAMI-FT. LAUDERDALE | 536,200 | 1.17 | 120 | MACON | 98,000 | .21 |
| 16 | SAN DIEGO | 519,800 | 1.13 | 121 | LA CROSSE-EAU CLAIRE | 94,800 | .21 |
| 17 | SACRAMENTO-STOCKTON | 519,500 | 1.13 | 122 | EUGENE | 93,900 | .20 |
| 18 | ST. LOUIS | 508,300 | 1.11 | 123 | FT. SMITH | 93,000 | .20 |
| 19 | PITTSBURGH | 495,200 | 1.08 | 124 | BAKERSFIELD | 90,900 | .20 |
| 20 | PHOENIX | 484,600 | 1.06 | 125 | FT. MYERS-NAPLES | 87,100 | .19 |
| 21 | DENVER | 452,900 | .99 | 126 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 86,800 | .19 |
| 22 | BALTIMORE | 447,100 | .97 | 127 | TOPEKA | 86,100 | .19 |
| 23 | TAMPA-ST. PETERSBURG | 439,800 | .96 | 127 | TRAVERSE CITY-CADILLAC | 86,100 | .19 |
| 24 | INDIANAPOLIS | 432,400 | .94 | 129 | LUBBOCK | 82,700 | .18 |
| 25 | HARTFORD-NEW HAVEN | 430,400 | .94 | 130 | FLORENCE-MYRTLE BEACH | 81,600 | .18 |
| 26 | SALT LAKE CITY | 417,600 | .91 | 131 | RENO | 81,200 | .18 |
| 27 | RALEIGH-DURHAM | 395,700 | .86 | 132 | AMARILLO | 81,000 | .18 |
| 28 | ORLANDO-DAYTONA BEACH-MELBOURNE | 394,000 | .86 | 133 | WICHITA FALLS-LAWTON | 79,300 | .17 |
| 29 | CINCINNATI | 378,300 | .82 | 134 | WAUSAU-RHINELANDER | 78,400 | .17 |
| 30 | CHARLOTTE | 369,400 | .80 | 135 | ERIE | 77,700 | .17 |
| 31 | MILWAUKEE | 369,300 | .80 | 136 | ALBANY, GA | 76,600 | .17 |
| 32 | PORTLAND, OR | 367,200 | .80 | 137 | CHICO-REDDING | 76,000 | .17 |
| 33 | NASHVILLE | 358,800 | .78 | 138 | BINGHAMTON | 75,900 | .17 |
| 34 | COLUMBUS, OH | 358,300 | .78 | 139 | BOISE | 75,800 | .17 |
| 35 | KANSAS CITY | 357,000 | .78 | 140 | BEAUMONT-PORT ARTHUR | 75,700 | .16 |
| 36 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 347,800 | .76 | 140 | WILMINGTON | 75,700 | .16 |
| 37 | SAN ANTONIO | 338,100 | .74 | 142 | TERRE HAUTE | 74,900 | .16 |
| 38 | MEMPHIS | 327,200 | .71 | 143 | COLUMBIA-JEFFERSON CITY | 74,700 | .16 |
| 39 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 324,600 | .71 | 144 | SIOUX CITY | 73,600 | .16 |
| 40 | GREENVILLE-SPARTANBURG-ASHEVILLE | 319,900 | .70 | 145 | DULUTH-SUPERIOR | 73,000 | .16 |
| 41 | NEW ORLEANS | 319,700 | .70 | 146 | ODESSA-MIDLAND | 71,200 | .16 |
| 42 | BUFFALO | 297,400 | .65 | 147 | ROCKFORD | 70,300 | .15 |
| 43 | PROVIDENCE-NEW BEDFORD | 282,000 | .61 | 148 | IDAHO FALLS-POCATELLO | 69,400 | .15 |
| 44 | OKLAHOMA CITY | 278,300 | .61 | 149 | BLUEFIELD-BECKLEY-OAK HILL | 66,700 | .15 |
| 45 | FRESNO-VISALIA | 275,500 | .60 | 150 | WHEELING-STEUBENVILLE | 63,700 | .14 |
| 46 | LOUISVILLE | 268,000 | .58 | 151 | JOPLIN-PITTSBURG | 62,300 | .14 |
| 47 | ALBUQUERQUE | 260,400 | .57 | 152 | BANGOR | 62,100 | .14 |
| 48 | HARRISBURG-YORK-LANCASTER-LEBANON | 257,500 | .56 | 153 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 61,700 | .13 |
| 49 | GREENSBORO-WINSTON SALEM-HIGH POINT | 247,100 | .54 | 154 | BILOXI-GULFPORT-PASCAGOULA | 60,600 | .13 |
| 50 | DAYTON | 243,700 | .53 | 155 | GAINESVILLE | 59,300 | .13 |
| 51 | ALBANY-SCHENECTADY-TROY | 243,400 | .53 | 156 | WATERTOWN-CARTHAGE | 57,000 | .12 |
| 52 | BIRMINGHAM | 242,900 | .53 | 157 | LAUREL-HATTIESBURG | 56,300 | .12 |
| 53 | CHARLESTON-HUNTINGTON | 241,700 | .53 | 158 | ROCHESTER-MASON CITY-AUSTIN | 55,600 | .12 |
| 54 | FLINT-SAGINAW-BAY CITY | 237,200 | .52 | 159 | UTICA | 54,800 | .12 |
| 55 | WILKES BARRE-SCRANTON | 235,800 | .51 | 160 | MEDFORD | 53,800 | .12 |
| 56 | JACKSONVILLE | 231,600 | .50 | 161 | ALEXANDRIA, LA | 53,700 | .12 |
| 57 | LITTLE ROCK | 222,100 | .48 | 161 | QUINCY-HANNIBAL | 53,700 | .12 |
| 58 | SYRACUSE | 215,200 | .47 | 163 | ABILENE-SWEETWATER | 53,400 | .12 |
| 59 | MOBILE-PENSACOLA | 213,800 | .47 | 164 | CLARKSBURG-WESTON | 50,500 | .11 |
| 60 | TOLEDO | 212,600 | .46 | 164 | GREENWOOD-GREENVILLE | 50,500 | .11 |
| 61 | KNOXVILLE | 208,300 | .45 | 166 | HARRISONBURG | 48,500 | .11 |
| 62 | AUSTIN, TX | 205,500 | .45 | 166 | PALM SPRINGS | 48,500 | .11 |
| 63 | RICHMOND | 204,400 | .45 | 168 | DOTHAN | 46,000 | .10 |
| 64 | TULSA | 199,400 | .43 | 169 | PANAMA CITY | 45,700 | .10 |
| 65 | ROANOKE-LYNCHBURG | 198,900 | .43 | 170 | EL CENTRO-YUMA | 44,000 | .10 |
| 66 | LEXINGTON | 188,200 | .41 | 171 | LAKE CHARLES | 43,600 | .09 |
| 67 | WICHITA-HUTCHINSON | 186,500 | .41 | 172 | SALISBURY | 42,900 | .09 |
| 68 | GREEN BAY-APPLETON | 183,200 | .40 | 173 | ELMIRA | 42,300 | .09 |
| 69 | SHREVEPORT-TEXARKANA | 182,500 | .40 | 174 | RAPID CITY | 42,100 | .09 |
| 70 | EL PASO | 176,100 | .38 | 175 | LAFAYETTE, IN | 41,000 | .09 |
| 71 | ROCHESTER, NY | 175,900 | .38 | 176 | TUSCALOOSA | 37,800 | .08 |
| 72 | WACO-TEMPLE-BRYAN | 175,300 | .38 | 177 | BILLINGS-HARDIN | 37,600 | .08 |
| 73 | DES MOINES | 173,500 | .38 | 178 | MERIDIAN | 36,500 | .08 |
| 73 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 173,500 | .38 | 179 | JONESBORO | 35,400 | .08 |
| 75 | MCALLEN-BROWNSVILLE: LRGV | 173,100 | .38 | 180 | LAREDO | 35,100 | .08 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 172,600 | .38 | 181 | ARDMORE-ADA | 33,200 | .07 |
| 77 | PORTLAND-POLAND SPRING | 170,500 | .37 | 182 | MISSOULA | 32,800 | .07 |
| 78 | COLUMBIA, SC | 169,500 | .37 | 183 | SARASOTA | 31,600 | .07 |
| 79 | OMAHA | 165,400 | .36 | 184 | MARQUETTE | 31,300 | .07 |
| 80 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 164,400 | .36 | 185 | GRAND JUNCTION-DURANGO | 30,300 | .07 |
| 81 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 161,100 | .35 | 186 | GREAT FALLS | 27,900 | .06 |
| 82 | JOHNSTOWN-ALTOONA | 159,200 | .35 | 187 | JACKSON, TN | 27,700 | .06 |
| 83 | JACKSON, MS | 158,700 | .35 | 188 | BOWLING GREEN | 26,600 | .06 |
| 84 | SPOKANE | 154,600 | .34 | 189 | SAN ANGELO | 26,100 | .06 |
| 85 | TUCSON | 154,000 | .34 | 190 | PARKERSBURG | 26,000 | .06 |
| 86 | CHATTANOOGA | 152,100 | .33 | 191 | CHARLOTTESVILLE | 25,800 | .06 |
| 87 | SPRINGFIELD, MO | 151,900 | .33 | 192 | EUREKA | 25,600 | .06 |
| 88 | SOUTH BEND-ELKHART | 150,800 | .33 | 193 | BUTTE | 25,000 | .05 |
| 89 | BATON ROUGE | 150,600 | .33 | 194 | FLAGSTAFF | 24,700 | .05 |
| 90 | GREENVILLE-NEW BERN-WASHINGTON | 148,600 | .32 | 195 | ANNISTON | 24,600 | .05 |
| 91 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 144,100 | .31 | 196 | ST. JOSEPH | 24,400 | .05 |
| 92 | SAVANNAH | 140,400 | .31 | 197 | HAGERSTOWN | 21,300 | .05 |
| 93 | HUNTSVILLE-DECATUR-FLORENCE | 138,900 | .30 | 198 | LIMA | 20,400 | .04 |
| 94 | LAS VEGAS | 137,500 | .30 | 199 | MANKATO | 20,300 | .04 |
| 95 | LANSING | 136,900 | .30 | 200 | CHEYENNE-SCOTTSBLUFF (STERLING) | 19,400 | .04 |
| 96 | MADISON | 136,700 | .30 | 201 | CASPER-RIVERTON | 18,200 | .04 |
| 97 | SPRINGFIELD, MA | 136,100 | .29 | 202 | OTTUMWA-KIRKSVILLE | 17,100 | .04 |
| 98 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 134,600 | .29 | 203 | TWIN FALLS | 16,600 | .04 |
| 99 | CHARLESTON, SC | 131,300 | .29 | 204 | PRESQUE ISLE | 15,900 | .03 |
| 100 | BURLINGTON-PLATTSBURGH | 128,000 | .28 | 205 | ZANESVILLE | 15,300 | .03 |
| 101 | SALINAS-MONTEREY | 124,500 | .27 | 206 | VICTORIA | 13,600 | .03 |
| 102 | YOUNGSTOWN | 123,400 | .27 | 207 | BEND | 11,100 | .02 |
| 103 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 121,300 | .26 | 208 | HELENA | 7,800 | .02 |
| 104 | TALLAHASSEE-THOMASVILLE | 121,200 | .26 | 209 | NORTH PLATTE | 6,900 | .02 |
| 105 | COLORADO SPRINGS-PUEBLO | 120,600 | .26 | 210 | ALPENA | 6,400 | .01 |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### BLACK PERSONS 12-24

US TOTAL 6,605,000

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 660,300 | 10.00 |
| 2 | CHICAGO | 336,800 | 5.10 |
| 3 | PHILADELPHIA | 247,000 | 3.74 |
| 4 | LOS ANGELES | 245,300 | 3.71 |
| 5 | WASHINGTON, DC | 224,100 | 3.39 |
| 6 | DETROIT | 214,800 | 3.25 |
| 7 | ATLANTA | 205,100 | 3.11 |
| 8 | HOUSTON | 154,000 | 2.33 |
| 9 | MEMPHIS | 141,400 | 2.14 |
| 10 | DALLAS-FT. WORTH | 138,700 | 2.10 |
| 11 | RALEIGH-DURHAM | 133,200 | 2.02 |
| 12 | BALTIMORE | 129,800 | 1.97 |
| 13 | MIAMI-FT. LAUDERDALE | 125,900 | 1.91 |
| 14 | NEW ORLEANS | 117,600 | 1.78 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 115,000 | 1.74 |
| 16 | SAN FRANCISCO-OAKLAND-SAN JOSE | 101,700 | 1.54 |
| 17 | CLEVELAND | 98,700 | 1.49 |
| 18 | ST. LOUIS | 96,300 | 1.46 |
| 19 | JACKSON, MS | 84,400 | 1.28 |
| 20 | CHARLOTTE | 83,900 | 1.27 |
| 21 | COLUMBIA, SC | 74,400 | 1.13 |
| 22 | RICHMOND | 69,600 | 1.05 |
| 23 | BIRMINGHAM | 67,300 | 1.02 |
| 24 | SHREVEPORT-TEXARKANA | 61,700 | .93 |
| 25 | MONTGOMERY-SELMA | 58,900 | .89 |
| 25 | TAMPA-ST. PETERSBURG | 58,900 | .89 |
| 27 | GREENSBORO-WINSTON SALEM-HIGH POINT | 57,000 | .86 |
| 28 | ORLANDO-DAYTONA BEACH-MELBOURNE | 56,400 | .85 |
| 29 | GREENVILLE-SPARTANBURG-ASHEVILLE | 56,200 | .85 |
| 30 | BOSTON | 56,000 | .85 |
| 31 | BATON ROUGE | 55,800 | .84 |
| 32 | JACKSONVILLE | 54,600 | .83 |
| 33 | MOBILE-PENSACOLA | 54,500 | .83 |
| 34 | MILWAUKEE | 53,600 | .81 |
| 35 | NASHVILLE | 51,800 | .78 |
| 36 | LITTLE ROCK | 50,900 | .77 |
| 37 | SAVANNAH | 49,200 | .74 |
| 38 | CHARLESTON, SC | 48,500 | .73 |
| 39 | AUGUSTA | 48,000 | .73 |
| 40 | INDIANAPOLIS | 45,500 | .69 |
| 41 | KANSAS CITY | 45,300 | .69 |
| 42 | GREENVILLE-NEW BERN-WASHINGTON | 45,200 | .68 |
| 43 | HARTFORD-NEW HAVEN | 44,600 | .68 |
| 44 | CINCINNATI | 42,700 | .65 |
| 45 | COLUMBUS, GA | 42,600 | .64 |
| 46 | TALLAHASSEE-THOMASVILLE | 42,000 | .64 |
| 47 | SAN DIEGO | 41,600 | .63 |
| 48 | MACON | 41,400 | .63 |
| 49 | MONROE-EL DORADO | 39,800 | .60 |
| 50 | COLUMBUS, OH | 39,600 | .60 |
| 51 | PITTSBURGH | 39,100 | .59 |
| 52 | SACRAMENTO-STOCKTON | 36,800 | .56 |
| 53 | GREENWOOD-GREENVILLE | 34,800 | .53 |
| 54 | COLUMBUS-TUPELO | 34,700 | .53 |
| 55 | ALBANY, GA | 33,300 | .50 |
| 56 | FLORENCE-MYRTLE BEACH | 33,000 | .50 |
| 57 | ROANOKE-LYNCHBURG | 32,000 | .48 |
| 58 | LOUISVILLE | 31,800 | .48 |
| 59 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 31,700 | .48 |
| 60 | LAFAYETTE, LA | 30,700 | .46 |
| 60 | SEATTLE-TACOMA | 30,700 | .46 |
| 62 | WACO-TEMPLE-BRYAN | 30,500 | .46 |
| 63 | DAYTON | 29,400 | .45 |
| 64 | FLINT-SAGINAW-BAY CITY | 29,300 | .44 |
| 65 | BUFFALO | 29,100 | .44 |
| 66 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 27,800 | .42 |
| 67 | OKLAHOMA CITY | 27,000 | .41 |
| 68 | HUNTSVILLE-DECATUR-FLORENCE | 23,700 | .36 |
| 69 | TYLER-LONGVIEW-JACKSONVILLE | 22,600 | .34 |
| 70 | MINNEAPOLIS-ST. PAUL | 22,200 | .34 |
| 71 | ROCHESTER, NY | 21,800 | .33 |
| 72 | WILMINGTON | 20,900 | .32 |
| 73 | BEAUMONT-PORT ARTHUR | 20,500 | .31 |
| 73 | SAN ANTONIO | 20,500 | .31 |
| 75 | DENVER | 20,300 | .31 |
| 76 | AUSTIN, TX | 20,200 | .31 |
| 77 | LAUREL-HATTIESBURG | 19,800 | .30 |
| 78 | PHOENIX | 17,900 | .27 |
| 79 | TULSA | 17,800 | .27 |
| 80 | TOLEDO | 17,300 | .26 |
| 81 | LAS VEGAS | 16,800 | .25 |
| 82 | MERIDIAN | 16,100 | .24 |
| 83 | CHATTANOOGA | 15,100 | .23 |
| 83 | SPRINGFIELD-DECATUR-CHAMPAIGN | 15,100 | .23 |
| 85 | ALEXANDRIA, LA | 14,900 | .23 |
| 85 | BILOXI-GULFPORT-PASCAGOULA | 14,900 | .23 |
| 87 | SOUTH BEND-ELKHART | 14,400 | .22 |
| 88 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 13,900 | .21 |
| 89 | HARRISBURG-YORK-LANCASTER-LEBANON | 13,500 | .20 |
| 90 | ALBANY-SCHENECTADY-TROY | 13,000 | .20 |
| 90 | FRESNO-VISALIA | 13,000 | .20 |
| 90 | SYRACUSE | 13,000 | .20 |
| 90 | YOUNGSTOWN | 13,000 | .20 |
| 94 | OMAHA | 11,700 | .18 |
| 95 | LANSING | 11,600 | .18 |
| 95 | LEXINGTON | 11,600 | .18 |
| 97 | DOTHAN | 11,300 | .17 |
| 97 | SALISBURY | 11,300 | .17 |
| 99 | KNOXVILLE | 10,800 | .16 |
| 100 | PROVIDENCE-NEW BEDFORD | 10,600 | .16 |
| 101 | WICHITA FALLS-LAWTON | 10,500 | .16 |
| 102 | LAKE CHARLES | 10,400 | .16 |
| 103 | WICHITA-HUTCHINSON | 10,200 | .15 |
| 104 | TUSCALOOSA | 10,100 | .15 |
| 105 | GAINESVILLE | 10,000 | .15 |
| 106 | PORTLAND, OR | 10,000 | .15 |
| 107 | PEORIA-BLOOMINGTON | 9,300 | .14 |
| 108 | SPRINGFIELD, MA | 9,200 | .14 |
| 109 | COLORADO SPRINGS-PUEBLO | 8,300 | .13 |
| 109 | FT. MYERS-NAPLES | 8,300 | .13 |
| 111 | PANAMA CITY | 8,200 | .12 |
| 112 | FT. WAYNE | 7,500 | .11 |
| 112 | TOPEKA | 7,500 | .11 |
| 114 | JACKSON, TN | 7,000 | .11 |
| 115 | EVANSVILLE | 6,800 | .10 |
| 116 | CHARLESTON-HUNTINGTON | 6,700 | .10 |
| 116 | SALINAS-MONTEREY | 6,700 | .10 |
| 118 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 6,500 | .10 |
| 119 | ROCKFORD | 6,300 | .10 |
| 120 | EL PASO | 6,100 | .09 |
| 121 | TUCSON | 6,000 | .09 |
| 122 | BAKERSFIELD | 5,800 | .09 |
| 123 | ANNISTON | 5,700 | .09 |
| 124 | LUBBOCK | 5,600 | .08 |
| 125 | ALBUQUERQUE | 5,500 | .08 |
| 126 | COLUMBIA-JEFFERSON CITY | 5,000 | .08 |
| 127 | MADISON | 4,500 | .07 |
| 128 | DES MOINES | 4,200 | .06 |
| 129 | ERIE | 4,000 | .06 |
| 130 | AMARILLO | 3,900 | .06 |
| 131 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 3,800 | .06 |
| 131 | CHARLOTTESVILLE | 3,800 | .06 |
| 133 | BLUEFIELD-BECKLEY-OAK HILL | 3,700 | .06 |
| 133 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 3,700 | .06 |
| 135 | WILKES BARRE-SCRANTON | 3,600 | .05 |
| 136 | ODESSA-MIDLAND | 3,600 | .05 |
| 136 | UTICA | 3,500 | .05 |
| 138 | CORPUS CHRISTI | 3,200 | .05 |
| 138 | SALT LAKE CITY | 3,200 | .05 |
| 138 | SPRINGFIELD, MO | 3,200 | .05 |
| 138 | WATERTOWN-CARTHAGE | 3,200 | .05 |
| 142 | HARRISONBURG | 3,000 | .05 |
| 142 | JOHNSTOWN-ALTOONA | 3,000 | .05 |
| 144 | ABILENE-SWEETWATER | 2,900 | .04 |
| 145 | FT. SMITH | 2,700 | .04 |
| 146 | LIMA | 2,700 | .04 |
| 147 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 2,600 | .04 |
| 147 | SARASOTA | 2,600 | .04 |
| 149 | RENO | 2,400 | .04 |
| 150 | ELMIRA | 2,100 | .03 |
| 151 | ARDMORE-ADA | 2,000 | .03 |
| 151 | BURLINGTON-PLATTSBURGH | 2,000 | .03 |
| 151 | HAGERSTOWN | 2,000 | .03 |
| 151 | JONESBORO | 2,000 | .03 |
| 151 | QUINCY-HANNIBAL | 2,000 | .03 |
| 156 | BOWLING GREEN | 1,800 | .03 |
| 156 | LINCOLN-HASTINGS-KEARNEY | 1,800 | .03 |
| 156 | TERRE HAUTE | 1,800 | .03 |
| 159 | BINGHAMTON | 1,700 | .03 |
| 159 | SPOKANE | 1,700 | .03 |
| 159 | TRAVERSE CITY-CADILLAC | 1,700 | .03 |
| 159 | WHEELING-STEUBENVILLE | 1,700 | .03 |
| 163 | PALM SPRINGS | 1,500 | .02 |
| 164 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 1,400 | .02 |
| 165 | PORTLAND-POLAND SPRING | 1,300 | .02 |
| 166 | EL CENTRO-YUMA | 1,200 | .02 |
| 166 | JOPLIN-PITTSBURG | 1,200 | .02 |
| 166 | LAFAYETTE, IN | 1,200 | .02 |
| 169 | CHICO-REDDING | 1,000 | .02 |
| 169 | SAN ANGELO | 1,000 | .02 |
| 169 | VICTORIA | 1,000 | .02 |
| 172 | CLARKSBURG-WESTON | 800 | .01 |
| 172 | EUGENE | 800 | .01 |
| 172 | FARGO | 800 | .01 |
| 172 | GREEN BAY-APPLETON | 800 | .01 |
| 172 | ST. JOSEPH | 800 | .01 |
| 172 | ZANESVILLE | 800 | .01 |
| 178 | SIOUX CITY | 700 | .01 |
| 179 | EUREKA | 600 | .01 |
| 179 | LA CROSSE-EAU CLAIRE | 600 | .01 |
| 179 | MARQUETTE | 600 | .01 |
| 182 | BOISE | 500 | .01 |
| 182 | CHEYENNE-SCOTTSBLUFF (STERLING) | 500 | .01 |
| 182 | DULUTH-SUPERIOR | 500 | .01 |
| 182 | RAPID CITY | 500 | .01 |
| 182 | WAUSAU-RHINELANDER | 500 | .01 |
| 187 | FLAGSTAFF | 400 | .01 |
| 187 | MCALLEN-BROWNSVILLE: LRGV | 400 | .01 |
| 187 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 400 | .01 |
| 187 | OTTUMWA-KIRKSVILLE | 400 | .01 |
| 187 | PARKERSBURG | 400 | .01 |
| 192 | GREAT FALLS | 300 | - |
| 192 | PRESQUE ISLE | 300 | - |
| 192 | ROCHESTER-MASON CITY-AUSTIN | 300 | - |
| 195 | BANGOR | 200 | - |
| 195 | IDAHO FALLS-POCATELLO | 200 | - |
| 195 | MANKATO | 200 | - |
| 195 | MEDFORD | 200 | - |
| 195 | MISSOULA | 200 | - |
| 195 | SIOUX FALLS-MITCHELL | 200 | - |
| 201 | BILLINGS-HARDIN | 100 | - |
| 201 | GRAND JUNCTION-DURANGO | 100 | - |
| 203 | ALPENA | | |
| 203 | BEND | | |
| 203 | BUTTE | | |
| 203 | CASPER-RIVERTON | | |
| 203 | HELENA | | |
| 203 | LAREDO | | |
| 203 | NORTH PLATTE | | |
| 203 | TWIN FALLS | | |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC PERSONS 12-24

US TOTAL 5,494,200

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,248,600 | 22.73 |
| 2 | NEW YORK | 622,600 | 11.33 |
| 3 | CHICAGO | 232,800 | 4.24 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 215,600 | 3.92 |
| 5 | HOUSTON | 203,400 | 3.70 |
| 6 | MIAMI-FT. LAUDERDALE | 196,800 | 3.58 |
| 7 | SAN ANTONIO | 186,000 | 3.39 |
| 8 | MCALLEN-BROWNSVILLE: LRGV | 156,500 | 2.85 |
| 9 | DALLAS-FT. WORTH | 148,800 | 2.71 |
| 10 | SAN DIEGO | 139,700 | 2.54 |
| 11 | EL PASO | 124,800 | 2.27 |
| 12 | FRESNO-VISALIA | 121,600 | 2.21 |
| 13 | PHOENIX | 106,800 | 1.94 |
| 14 | ALBUQUERQUE | 104,800 | 1.91 |
| 15 | SACRAMENTO-STOCKTON | 102,200 | 1.86 |
| 16 | PHILADELPHIA | 75,400 | 1.37 |
| 17 | DENVER | 67,900 | 1.24 |
| 18 | BOSTON | 63,000 | 1.15 |
| 19 | CORPUS CHRISTI | 61,600 | 1.12 |
| 20 | WASHINGTON, DC | 59,500 | 1.08 |
| 21 | TUCSON | 51,200 | .93 |
| 22 | AUSTIN, TX | 49,700 | .90 |
| 23 | SALINAS-MONTEREY | 48,100 | .88 |
| 24 | TAMPA-ST. PETERSBURG | 40,100 | .73 |
| 25 | HARTFORD-NEW HAVEN | 38,200 | .70 |
| 26 | BAKERSFIELD | 35,600 | .65 |
| 27 | ORLANDO-DAYTONA BEACH-MELBOURNE | 33,800 | .62 |
| 27 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 33,800 | .62 |
| 29 | LAREDO | 32,600 | .59 |
| 30 | ODESSA-MIDLAND | 30,800 | .56 |
| 31 | EL CENTRO-YUMA | 28,200 | .51 |
| 32 | SEATTLE-TACOMA | 27,600 | .50 |
| 33 | LUBBOCK | 27,400 | .50 |
| 34 | PALM SPRINGS | 24,300 | .44 |
| 35 | WACO-TEMPLE-BRYAN | 23,900 | .43 |
| 36 | SALT LAKE CITY | 23,400 | .43 |
| 37 | COLORADO SPRINGS-PUEBLO | 22,600 | .41 |
| 38 | PORTLAND, OR | 22,500 | .41 |
| 39 | DETROIT | 21,300 | .39 |
| 40 | LAS VEGAS | 20,800 | .38 |
| 40 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 20,800 | .38 |
| 42 | AMARILLO | 20,400 | .37 |
| 43 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 19,500 | .36 |
| 44 | ATLANTA | 19,100 | .35 |
| 45 | MILWAUKEE | 18,300 | .33 |
| 46 | PROVIDENCE-NEW BEDFORD | 15,500 | .28 |
| 47 | CLEVELAND | 14,500 | .26 |
| 48 | SPRINGFIELD, MA | 14,300 | .26 |
| 49 | WICHITA-HUTCHINSON | 13,200 | .24 |
| 50 | KANSAS CITY | 12,600 | .23 |
| 51 | MINNEAPOLIS-ST. PAUL | 12,400 | .23 |
| 52 | OKLAHOMA CITY | 12,200 | .22 |
| 53 | FT. MYERS-NAPLES | 11,800 | .21 |
| 53 | NEW ORLEANS | 11,800 | .21 |
| 55 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 11,500 | .21 |
| 56 | RENO | 11,300 | .21 |
| 57 | ABILENE-SWEETWATER | 10,600 | .19 |
| 58 | TOLEDO | 10,500 | .19 |
| 59 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 10,000 | .18 |
| 60 | RALEIGH-DURHAM | 9,300 | .17 |
| 61 | HARRISBURG-YORK-LANCASTER-LEBANON | 8,700 | .16 |
| 62 | BUFFALO | 8,500 | .15 |
| 63 | SAN ANGELO | 8,400 | .15 |
| 64 | FLINT-SAGINAW-BAY CITY | 8,300 | .15 |
| 65 | CHICO-REDDING | 8,000 | .15 |
| 65 | WICHITA FALLS-LAWTON | 8,000 | .15 |
| 67 | ROCHESTER, NY | 7,900 | .14 |
| 68 | TYLER-LONGVIEW-JACKSONVILLE | 7,800 | .14 |
| 69 | SPOKANE | 7,700 | .14 |
| 70 | BOISE | 7,500 | .14 |
| 71 | BALTIMORE | 7,400 | .13 |
| 72 | ST. LOUIS | 6,900 | .13 |
| 73 | ALBANY-SCHENECTADY-TROY | 6,200 | .11 |
| 73 | JACKSONVILLE | 6,200 | .11 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 5,900 | .11 |
| 76 | IDAHO FALLS-POCATELLO | 5,700 | .10 |
| 76 | VICTORIA | 5,700 | .10 |
| 78 | GREENVILLE-NEW BERN-WASHINGTON | 5,500 | .10 |
| 78 | INDIANAPOLIS | 5,500 | .10 |
| 80 | LANSING | 5,300 | .10 |
| 81 | SYRACUSE | 5,200 | .09 |
| 82 | TULSA | 4,800 | .09 |
| 83 | OMAHA | 4,700 | .09 |
| 84 | NASHVILLE | 4,000 | .07 |
| 85 | BEAUMONT-PORT ARTHUR | 3,900 | .07 |
| 85 | CHARLOTTE | 3,900 | .07 |
| 85 | SHREVEPORT-TEXARKANA | 3,900 | .07 |
| 85 | TOPEKA | 3,900 | .07 |
| 89 | MEDFORD | 3,700 | .07 |
| 89 | SOUTH BEND-ELKHART | 3,700 | .07 |
| 89 | TALLAHASSEE-THOMASVILLE | 3,700 | .07 |
| 92 | GRAND JUNCTION-DURANGO | 3,600 | .07 |
| 92 | SAVANNAH | 3,600 | .07 |
| 94 | MOBILE-PENSACOLA | 3,500 | .06 |
| 94 | PITTSBURGH | 3,500 | .06 |
| 96 | EUGENE | 3,400 | .06 |
| 97 | COLUMBUS, OH | 3,200 | .06 |
| 97 | GAINESVILLE | 3,200 | .06 |
| 99 | ROCKFORD | 3,100 | .06 |
| 99 | SPRINGFIELD-DECATUR-CHAMPAIGN | 3,100 | .06 |
| 101 | MEMPHIS | 2,900 | .05 |
| 102 | DES MOINES | 2,800 | .05 |
| 103 | CHEYENNE-SCOTTSBLUFF (STERLING) | 2,700 | .05 |
| 103 | DAYTON | 2,700 | .05 |
| 103 | FLAGSTAFF | 2,700 | .05 |
| 103 | FT. WAYNE | 2,700 | .05 |
| 103 | GREENVILLE-SPARTANBURG-ASHEVILLE | 2,700 | .05 |
| 103 | MADISON | 2,700 | .05 |
| 109 | COLUMBUS, GA | 2,600 | .05 |
| 110 | ALBANY, GA | 2,500 | .05 |
| 110 | LINCOLN-HASTINGS-KEARNEY | 2,500 | .05 |
| 110 | WILKES BARRE-SCRANTON | 2,500 | .05 |
| 113 | GREENSBORO-WINSTON SALEM-HIGH POINT | 2,400 | .04 |
| 113 | LOUISVILLE | 2,400 | .04 |
| 115 | SPRINGFIELD, MO | 2,300 | .04 |
| 116 | GREEN BAY-APPLETON | 2,200 | .04 |
| 116 | PEORIA-BLOOMINGTON | 2,200 | .04 |
| 118 | CHARLESTON, SC | 2,100 | .04 |
| 118 | CINCINNATI | 2,100 | .04 |
| 118 | RICHMOND | 2,100 | .04 |
| 121 | BATON ROUGE | 2,000 | .04 |
| 121 | EUREKA | 2,000 | .04 |
| 121 | ROANOKE-LYNCHBURG | 2,000 | .04 |
| 124 | ALEXANDRIA, LA | 1,900 | .03 |
| 125 | BURLINGTON-PLATTSBURGH | 1,800 | .03 |
| 125 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,800 | .03 |
| 127 | COLUMBIA, SC | 1,700 | .03 |
| 127 | FT. SMITH | 1,700 | .03 |
| 127 | LITTLE ROCK | 1,700 | .03 |
| 130 | BILLINGS-HARDIN | 1,600 | .03 |
| 130 | FARGO | 1,600 | .03 |
| 130 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 1,600 | .03 |
| 130 | YOUNGSTOWN | 1,600 | .03 |
| 134 | AUGUSTA | 1,500 | .03 |
| 134 | CHATTANOOGA | 1,500 | .03 |
| 134 | PORTLAND-POLAND SPRING | 1,500 | .03 |
| 134 | WATERTOWN-CARTHAGE | 1,500 | .03 |
| 138 | BINGHAMTON | 1,300 | .02 |
| 138 | HUNTSVILLE-DECATUR-FLORENCE | 1,300 | .02 |
| 138 | SARASOTA | 1,300 | .02 |
| 138 | SIOUX CITY | 1,300 | .02 |
| 138 | UTICA | 1,300 | .02 |
| 143 | BIRMINGHAM | 1,200 | .02 |
| 143 | JOHNSTOWN-ALTOONA | 1,200 | .02 |
| 143 | LAFAYETTE, LA | 1,200 | .02 |
| 143 | RAPID CITY | 1,200 | .02 |
| 143 | TWIN FALLS | 1,200 | .02 |
| 148 | LA CROSSE-EAU CLAIRE | 1,100 | .02 |
| 148 | PANAMA CITY | 1,100 | .02 |
| 150 | ERIE | 1,000 | .02 |
| 150 | KNOXVILLE | 1,000 | .02 |
| 150 | LEXINGTON | 1,000 | .02 |
| 150 | TRAVERSE CITY-CADILLAC | 1,000 | .02 |
| 154 | BILOXI-GULFPORT-PASCAGOULA | 900 | .02 |
| 154 | CASPER-RIVERTON | 900 | .02 |
| 154 | COLUMBIA-JEFFERSON CITY | 900 | .02 |
| 154 | LAFAYETTE, IN | 900 | .02 |
| 154 | MONROE-EL DORADO | 900 | .02 |
| 154 | ROCHESTER-MASON CITY-AUSTIN | 900 | .02 |
| 154 | SALISBURY | 900 | .02 |
| 161 | CHARLESTON-HUNTINGTON | 800 | .01 |
| 161 | HARRISONBURG | 800 | .01 |
| 161 | JOPLIN-PITTSBURG | 800 | .01 |
| 164 | BANGOR | 700 | .01 |
| 164 | ELMIRA | 700 | .01 |
| 164 | EVANSVILLE | 700 | .01 |
| 164 | MACON | 700 | .01 |
| 168 | ARDMORE-ADA | 600 | .01 |
| 168 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 600 | .01 |
| 168 | COLUMBUS-TUPELO | 600 | .01 |
| 168 | DOTHAN | 600 | .01 |
| 168 | DULUTH-SUPERIOR | 600 | .01 |
| 168 | GREAT FALLS | 600 | .01 |
| 168 | LAKE CHARLES | 600 | .01 |
| 168 | QUINCY-HANNIBAL | 600 | .01 |
| 168 | WILMINGTON | 600 | .01 |
| 177 | BUTTE | 500 | .01 |
| 177 | CHARLOTTESVILLE | 500 | .01 |
| 177 | JACKSON, MS | 500 | .01 |
| 177 | WAUSAU-RHINELANDER | 500 | .01 |
| 181 | BEND | 400 | .01 |
| 181 | MARQUETTE | 400 | .01 |
| 181 | MISSOULA | 400 | .01 |
| 181 | MONTGOMERY-SELMA | 400 | .01 |
| 181 | NORTH PLATTE | 400 | .01 |
| 181 | ST. JOSEPH | 400 | .01 |
| 181 | TERRE HAUTE | 400 | .01 |
| 188 | ANNISTON | 300 | .01 |
| 188 | GREENWOOD-GREENVILLE | 300 | .01 |
| 188 | HAGERSTOWN | 300 | .01 |
| 188 | LIMA | 300 | .01 |
| 188 | SIOUX FALLS-MITCHELL | 300 | .01 |
| 193 | BLUEFIELD-BECKLEY-OAK HILL | 200 | - |
| 193 | BOWLING GREEN | 200 | - |
| 193 | CLARKSBURG-WESTON | 200 | - |
| 193 | FLORENCE-MYRTLE BEACH | 200 | - |
| 193 | LAUREL-HATTIESBURG | 200 | - |
| 193 | MANKATO | 200 | - |
| 193 | MERIDIAN | 200 | - |
| 193 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 200 | - |
| 193 | OTTUMWA-KIRKSVILLE | 200 | - |
| 193 | PARKERSBURG | 200 | - |
| 193 | PRESQUE ISLE | 200 | - |
| 193 | TUSCALOOSA | 200 | - |
| 193 | WHEELING-STEUBENVILLE | 200 | - |
| 206 | HELENA | 100 | - |
| 206 | JACKSON, TN | 100 | - |
| 206 | JONESBORO | 100 | - |
| 206 | ZANESVILLE | 100 | - |
| 210 | ALPENA | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL PERSONS 12-34

US TOTAL 87,693,100

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 6,398,300 | 7.20 |
| 2 | LOS ANGELES | 5,604,900 | 6.39 |
| 3 | CHICAGO | 2,987,400 | 3.41 |
| 4 | PHILADELPHIA | 2,465,900 | 2.81 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 2,107,500 | 2.40 |
| 6 | BOSTON | 2,064,600 | 2.35 |
| 7 | DALLAS-FT. WORTH | 1,791,600 | 2.04 |
| 8 | WASHINGTON, DC | 1,784,100 | 2.03 |
| 9 | DETROIT | 1,650,700 | 1.88 |
| 10 | HOUSTON | 1,534,400 | 1.75 |
| 11 | ATLANTA | 1,483,000 | 1.69 |
| 12 | MINNEAPOLIS-ST. PAUL | 1,321,200 | 1.51 |
| 13 | CLEVELAND | 1,246,500 | 1.42 |
| 14 | SEATTLE-TACOMA | 1,233,600 | 1.41 |
| 15 | MIAMI-FT. LAUDERDALE | 1,091,000 | 1.24 |
| 16 | SACRAMENTO-STOCKTON | 1,022,500 | 1.17 |
| 17 | SAN DIEGO | 1,016,400 | 1.16 |
| 18 | ST. LOUIS | 997,400 | 1.14 |
| 19 | PHOENIX | 946,200 | 1.08 |
| 20 | PITTSBURGH | 931,600 | 1.06 |
| 21 | DENVER | 925,400 | 1.06 |
| 22 | BALTIMORE | 910,400 | 1.04 |
| 23 | TAMPA-ST. PETERSBURG | 877,100 | 1.00 |
| 24 | HARTFORD-NEW HAVEN | 857,500 | .98 |
| 25 | INDIANAPOLIS | 808,500 | .92 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 787,100 | .90 |
| 27 | RALEIGH-DURHAM | 746,200 | .85 |
| 28 | PORTLAND, OR | 717,000 | .82 |
| 29 | CINCINNATI | 716,800 | .82 |
| 30 | MILWAUKEE | 714,900 | .82 |
| 31 | SALT LAKE CITY | 706,600 | .81 |
| 32 | KANSAS CITY | 697,900 | .80 |
| 33 | CHARLOTTE | 696,900 | .79 |
| 34 | COLUMBUS, OH | 682,700 | .78 |
| 35 | NASHVILLE | 679,800 | .78 |
| 36 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 668,000 | .76 |
| 37 | SAN ANTONIO | 616,500 | .70 |
| 38 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 607,200 | .69 |
| 39 | NEW ORLEANS | 592,500 | .68 |
| 40 | MEMPHIS | 592,100 | .68 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 575,500 | .66 |
| 42 | BUFFALO | 554,400 | .63 |
| 43 | PROVIDENCE-NEW BEDFORD | 534,300 | .61 |
| 44 | OKLAHOMA CITY | 517,300 | .59 |
| 45 | LOUISVILLE | 506,600 | .58 |
| 46 | FRESNO-VISALIA | 501,900 | .57 |
| 47 | HARRISBURG-YORK-LANCASTER-LEBANON | 491,400 | .56 |
| 48 | ALBUQUERQUE | 490,700 | .56 |
| 49 | GREENSBORO-WINSTON SALEM-HIGH POINT | 466,600 | .53 |
| 50 | JACKSONVILLE | 453,400 | .52 |
| 51 | ALBANY-SCHENECTADY-TROY | 452,000 | .52 |
| 52 | BIRMINGHAM | 451,500 | .51 |
| 53 | DAYTON | 451,100 | .51 |
| 54 | WILKES BARRE-SCRANTON | 429,200 | .49 |
| 55 | FLINT-SAGINAW-BAY CITY | 426,700 | .49 |
| 56 | CHARLESTON-HUNTINGTON | 423,000 | .48 |
| 57 | LITTLE ROCK | 403,800 | .46 |
| 58 | RICHMOND | 402,000 | .46 |
| 59 | MOBILE-PENSACOLA | 394,800 | .45 |
| 60 | AUSTIN, TX | 393,500 | .45 |
| 61 | SYRACUSE | 383,700 | .44 |
| 61 | TOLEDO | 383,700 | .44 |
| 63 | TULSA | 378,000 | .43 |
| 64 | KNOXVILLE | 375,800 | .43 |
| 65 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 366,900 | .42 |
| 66 | WICHITA-HUTCHINSON | 362,400 | .41 |
| 67 | ROANOKE-LYNCHBURG | 349,800 | .40 |
| 68 | GREEN BAY-APPLETON | 348,000 | .40 |
| 69 | LEXINGTON | 337,900 | .39 |
| 70 | ROCHESTER, NY | 336,500 | .38 |
| 71 | PORTLAND-POLAND SPRING | 327,800 | .37 |
| 72 | SHREVEPORT-TEXARKANA | 325,900 | .37 |
| 73 | DES MOINES | 319,600 | .36 |
| 74 | OMAHA | 319,400 | .36 |
| 75 | COLUMBIA, SC | 311,000 | .35 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 309,100 | .35 |
| 77 | EL PASO | 302,700 | .35 |
| 78 | WACO-TEMPLE-BRYAN | 293,000 | .33 |
| 79 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 285,600 | .33 |
| 79 | TUCSON | 285,600 | .33 |
| 81 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 283,000 | .32 |
| 82 | LAS VEGAS | 282,900 | .32 |
| 83 | JACKSON, MS | 279,900 | .32 |
| 84 | CHATTANOOGA | 276,000 | .31 |
| 85 | MCALLEN-BROWNSVILLE: LRGV | 275,200 | .31 |
| 86 | JOHNSTOWN-ALTOONA | 275,000 | .31 |
| 87 | SPOKANE | 274,500 | .31 |
| 88 | SOUTH BEND-ELKHART | 273,900 | .31 |
| 89 | BATON ROUGE | 272,400 | .31 |
| 90 | SPRINGFIELD, MO | 269,100 | .31 |
| 91 | HUNTSVILLE-DECATUR-FLORENCE | 263,100 | .30 |
| 92 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 259,400 | .30 |
| 93 | GREENVILLE-NEW BERN-WASHINGTON | 259,000 | .30 |
| 94 | MADISON | 258,100 | .29 |
| 95 | SAVANNAH | 249,700 | .28 |
| 96 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 249,200 | .28 |
| 97 | CHARLESTON, SC | 247,100 | .28 |
| 98 | SPRINGFIELD, MA | 241,900 | .28 |
| 99 | LANSING | 241,600 | .28 |
| 100 | BURLINGTON-PLATTSBURGH | 239,100 | .27 |
| 101 | SALINAS-MONTEREY | 237,500 | .27 |
| 102 | COLORADO SPRINGS-PUEBLO | 230,500 | .26 |
| 103 | EVANSVILLE | 226,300 | .26 |
| 104 | YOUNGSTOWN | 223,100 | .25 |
| 105 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 221,900 | .25 |

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 106 | FT. WAYNE | 217,700 | .25 |
| 107 | TALLAHASSEE-THOMASVILLE | 208,000 | .24 |
| 108 | AUGUSTA | 206,900 | .24 |
| 109 | LINCOLN-HASTINGS-KEARNEY | 205,000 | .23 |
| 110 | MONTGOMERY-SELMA | 203,200 | .23 |
| 111 | PEORIA-BLOOMINGTON | 201,900 | .23 |
| 112 | FARGO | 197,600 | .23 |
| 113 | COLUMBUS, GA | 193,800 | .22 |
| 114 | LAFAYETTE, LA | 186,600 | .21 |
| 115 | SIOUX FALLS-MITCHELL | 185,900 | .21 |
| 116 | TYLER-LONGVIEW-JACKSONVILLE | 182,100 | .21 |
| 117 | MACON | 180,000 | .21 |
| 118 | CORPUS CHRISTI | 177,400 | .20 |
| 119 | BAKERSFIELD | 175,900 | .20 |
| 120 | FT. MYERS-NAPLES | 175,500 | .20 |
| 121 | RENO | 167,700 | .19 |
| 122 | FT. SMITH | 167,400 | .19 |
| 123 | COLUMBUS-TUPELO | 166,800 | .19 |
| 124 | MONROE-EL DORADO | 166,700 | .19 |
| 125 | EUGENE | 165,900 | .19 |
| 126 | LA CROSSE-EAU CLAIRE | 164,700 | .19 |
| 127 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 156,100 | .18 |
| 128 | TRAVERSE CITY-CADILLAC | 155,300 | .18 |
| 129 | TOPEKA | 150,800 | .17 |
| 130 | AMARILLO | 149,200 | .17 |
| 131 | FLORENCE-MYRTLE BEACH | 146,400 | .17 |
| 132 | WICHITA FALLS-LAWTON | 144,700 | .16 |
| 133 | WAUSAU-RHINELANDER | 144,400 | .16 |
| 134 | LUBBOCK | 142,300 | .16 |
| 135 | BINGHAMTON | 141,500 | .16 |
| 136 | BOISE | 139,700 | .16 |
| 137 | BEAUMONT-PORT ARTHUR | 139,100 | .16 |
| 138 | ERIE | 136,700 | .16 |
| 139 | ROCKFORD | 136,400 | .16 |
| 140 | CHICO-REDDING | 134,900 | .15 |
| 141 | WILMINGTON | 134,000 | .15 |
| 142 | ODESSA-MIDLAND | 133,700 | .15 |
| 143 | TERRE HAUTE | 133,500 | .15 |
| 144 | COLUMBIA-JEFFERSON CITY | 133,000 | .15 |
| 145 | ALBANY, GA | 131,900 | .15 |
| 146 | SIOUX CITY | 131,000 | .15 |
| 147 | DULUTH-SUPERIOR | 130,800 | .15 |
| 148 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 116,600 | .13 |
| 149 | IDAHO FALLS-POCATELLO | 115,600 | .13 |
| 150 | BLUEFIELD-BECKLEY-OAK HILL | 115,200 | .13 |
| 151 | WHEELING-STEUBENVILLE | 113,400 | .13 |
| 152 | BANGOR | 113,300 | .13 |
| 153 | JOPLIN-PITTSBURG | 111,500 | .13 |
| 154 | BILOXI-GULFPORT-PASCAGOULA | 110,600 | .13 |
| 155 | ROCHESTER-MASON CITY-AUSTIN | 109,700 | .13 |
| 156 | GAINESVILLE | 97,900 | .11 |
| 157 | WATERTOWN-CARTHAGE | 97,700 | .11 |
| 158 | MEDFORD | 97,400 | .11 |
| 159 | UTICA | 96,600 | .11 |
| 160 | LAUREL-HATTIESBURG | 95,800 | .11 |
| 161 | PALM SPRINGS | 95,500 | .11 |
| 162 | ABILENE-SWEETWATER | 95,100 | .11 |
| 163 | ALEXANDRIA, LA | 94,400 | .11 |
| 164 | QUINCY-HANNIBAL | 93,000 | .11 |
| 165 | CLARKSBURG-WESTON | 88,100 | .10 |
| 166 | PANAMA CITY | 86,600 | .10 |
| 167 | HARRISONBURG | 85,500 | .10 |
| 168 | DOTHAN | 83,300 | .09 |
| 169 | SALISBURY | 82,500 | .09 |
| 170 | GREENWOOD-GREENVILLE | 82,100 | .09 |
| 171 | LAKE CHARLES | 79,700 | .09 |
| 172 | RAPID CITY | 79,300 | .09 |
| 173 | EL CENTRO-YUMA | 76,400 | .09 |
| 174 | ELMIRA | 76,100 | .09 |
| 175 | BILLINGS-HARDIN | 70,900 | .08 |
| 176 | SARASOTA | 64,700 | .07 |
| 177 | MERIDIAN | 62,200 | .07 |
| 178 | JONESBORO | 61,600 | .07 |
| 179 | LAFAYETTE, IN | 61,500 | .07 |
| 180 | TUSCALOOSA | 61,100 | .07 |
| 181 | MISSOULA | 59,900 | .07 |
| 182 | ARDMORE-ADA | 57,700 | .07 |
| 183 | LAREDO | 57,500 | .07 |
| 184 | GRAND JUNCTION-DURANGO | 55,000 | .06 |
| 185 | GREAT FALLS | 53,200 | .06 |
| 186 | MARQUETTE | 52,600 | .06 |
| 187 | JACKSON, TN | 49,800 | .06 |
| 188 | EUREKA | 48,100 | .05 |
| 189 | PARKERSBURG | 47,400 | .05 |
| 190 | SAN ANGELO | 46,600 | .05 |
| 191 | CHARLOTTESVILLE | 45,600 | .05 |
| 192 | BOWLING GREEN | 45,100 | .05 |
| 193 | BUTTE | 44,300 | .05 |
| 194 | ST. JOSEPH | 42,600 | .05 |
| 195 | ANNISTON | 42,500 | .05 |
| 196 | HAGERSTOWN | 42,400 | .05 |
| 197 | FLAGSTAFF | 40,300 | .05 |
| 198 | LIMA | 37,100 | .04 |
| 199 | CHEYENNE-SCOTTSBLUFF (STERLING) | 36,800 | .04 |
| 200 | CASPER-RIVERTON | 34,400 | .04 |
| 201 | MANKATO | 31,400 | .04 |
| 202 | TWIN FALLS | 30,700 | .04 |
| 203 | PRESQUE ISLE | 29,600 | .03 |
| 204 | OTTUMWA-KIRKSVILLE | 28,400 | .03 |
| 205 | ZANESVILLE | 27,500 | .03 |
| 206 | VICTORIA | 25,400 | .03 |
| 207 | BEND | 21,700 | .02 |
| 208 | HELENA | 14,900 | .02 |
| 209 | NORTH PLATTE | 13,300 | .02 |
| 210 | ALPENA | 11,900 | .01 |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK PERSONS 12-34** US TOTAL 11,806,200

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,209,900 | 10.25 |
| 2 | CHICAGO | 595,300 | 5.04 |
| 3 | LOS ANGELES | 473,200 | 4.01 |
| 4 | PHILADELPHIA | 448,400 | 3.80 |
| 5 | WASHINGTON, DC | 445,700 | 3.78 |
| 6 | ATLANTA | 390,500 | 3.31 |
| 7 | DETROIT | 371,300 | 3.14 |
| 8 | HOUSTON | 287,600 | 2.44 |
| 9 | DALLAS-FT. WORTH | 265,100 | 2.25 |
| 10 | BALTIMORE | 250,100 | 2.12 |
| 11 | MEMPHIS | 239,200 | 2.03 |
| 12 | RALEIGH-DURHAM | 234,900 | 1.99 |
| 13 | MIAMI-FT. LAUDERDALE | 232,200 | 1.97 |
| 14 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 204,900 | 1.74 |
| 15 | NEW ORLEANS | 200,700 | 1.70 |
| 16 | SAN FRANCISCO-OAKLAND-SAN JOSE | 196,700 | 1.67 |
| 17 | CLEVELAND | 175,600 | 1.49 |
| 18 | ST. LOUIS | 167,300 | 1.42 |
| 19 | CHARLOTTE | 145,900 | 1.24 |
| 20 | JACKSON, MS | 137,700 | 1.17 |
| 21 | RICHMOND | 130,000 | 1.10 |
| 22 | COLUMBIA, SC | 128,100 | 1.09 |
| 23 | BIRMINGHAM | 117,900 | 1.00 |
| 24 | BOSTON | 104,700 | .89 |
| 25 | TAMPA-ST. PETERSBURG | 104,500 | .89 |
| 26 | SHREVEPORT-TEXARKANA | 102,100 | .86 |
| 27 | GREENSBORO-WINSTON SALEM-HIGH POINT | 99,300 | .84 |
| 28 | JACKSONVILLE | 98,700 | .84 |
| 29 | ORLANDO-DAYTONA BEACH-MELBOURNE | 98,300 | .83 |
| 30 | BATON ROUGE | 95,800 | .81 |
| 31 | GREENVILLE-SPARTANBURG-ASHEVILLE | 95,500 | .81 |
| 32 | MONTGOMERY-SELMA | 94,100 | .80 |
| 33 | MOBILE-PENSACOLA | 93,600 | .79 |
| 33 | NASHVILLE | 93,600 | .79 |
| 35 | MILWAUKEE | 92,400 | .78 |
| 36 | LITTLE ROCK | 85,100 | .72 |
| 37 | SAVANNAH | 84,000 | .71 |
| 38 | CHARLESTON, SC | 83,400 | .71 |
| 38 | KANSAS CITY | 83,400 | .71 |
| 40 | AUGUSTA | 81,600 | .69 |
| 41 | INDIANAPOLIS | 81,200 | .69 |
| 42 | HARTFORD-NEW HAVEN | 79,800 | .68 |
| 43 | CINCINNATI | 76,900 | .65 |
| 43 | SAN DIEGO | 76,900 | .65 |
| 45 | GREENVILLE-NEW B'RN-WASHINGTON | 76,300 | .65 |
| 46 | COLUMBUS, OH | 73,400 | .62 |
| 47 | COLUMBUS, GA | 72,900 | .62 |
| 48 | MACON | 72,600 | .61 |
| 49 | SACRAMENTO-STOCKTON | 70,100 | .59 |
| 50 | TALLAHASSEE-THOMASVILLE | 68,600 | .58 |
| 51 | PITTSBURGH | 67,300 | .57 |
| 52 | MONROE-EL DORADO | 61,200 | .52 |
| 53 | SEATTLE-TACOMA | 58,300 | .49 |
| 54 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 57,600 | .49 |
| 55 | LOUISVILLE | 57,000 | .48 |
| 56 | ROANOKE-LYNCHBURG | 56,100 | .48 |
| 57 | COLUMBUS-TUPELO | 56,000 | .47 |
| 58 | FLORENCE-MYRTLE BEACH | 54,100 | .46 |
| 59 | ALBANY, GA | 53,500 | .45 |
| 60 | GREENWOOD-GREENVILLE | 53,400 | .45 |
| 61 | WACO-TEMPLE-BRYAN | 53,000 | .45 |
| 62 | BUFFALO | 52,200 | .44 |
| 63 | LAFAYETTE, LA | 52,000 | .44 |
| 64 | DAYTON | 50,200 | .43 |
| 65 | OKLAHOMA CITY | 48,900 | .41 |
| 66 | FLINT-SAGINAW-BAY CITY | 48,700 | .41 |
| 67 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 47,100 | .40 |
| 68 | MINNEAPOLIS-ST. PAUL | 42,200 | .36 |
| 69 | HUNTSVILLE-DECATUR-FLORENCE | 40,000 | .34 |
| 70 | DENVER | 39,800 | .34 |
| 71 | SAN ANTONIO | 37,900 | .32 |
| 71 | TYLER-LONGVIEW-JACKSONVILLE | 37,900 | .32 |
| 73 | ROCHESTER, NY | 37,400 | .32 |
| 74 | AUSTIN, TX | 36,500 | .31 |
| 75 | BEAUMONT-PORT ARTHUR | 35,000 | .30 |
| 76 | WILMINGTON | 34,700 | .29 |
| 77 | PHOENIX | 33,500 | .28 |
| 78 | LAUREL-HATTIESBURG | 31,500 | .27 |
| 79 | TULSA | 30,800 | .26 |
| 80 | LAS VEGAS | 30,600 | .26 |
| 81 | TOLEDO | 29,200 | .25 |
| 82 | ALEXANDRIA, LA | 26,000 | .22 |
| 83 | MERIDIAN | 25,800 | .22 |
| 84 | CHATTANOOGA | 25,700 | .22 |
| 85 | BILOXI-GULFPORT-PASCAGOULA | 24,800 | .21 |
| 85 | SPRINGFIELD-DECATUR-CHAMPAIGN | 24,800 | .21 |
| 87 | HARRISBURG-YORK-LANCASTER-LEBANON | 24,100 | .20 |
| 88 | FRESNO-VISALIA | 24,000 | .20 |
| 89 | SOUTH BEND-ELKHART | 23,400 | .20 |
| 90 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 22,700 | .19 |
| 91 | ALBANY-SCHENECTADY-TROY | 22,200 | .19 |
| 92 | SYRACUSE | 21,600 | .18 |
| 93 | YOUNGSTOWN | 21,500 | .18 |
| 94 | OMAHA | 21,200 | .18 |
| 95 | LEXINGTON | 20,600 | .18 |
| 96 | LANSING | 20,300 | .17 |
| 96 | SALISBURY | 20,300 | .17 |
| 98 | DOTHAN | 19,100 | .16 |
| 99 | PROVIDENCE-NEW BEDFORD | 18,600 | .16 |
| 99 | WICHITA-HUTCHINSON | 18,600 | .16 |
| 101 | KNOXVILLE | 18,400 | .16 |
| 102 | LAKE CHARLES | 18,100 | .15 |
| 103 | PORTLAND, OR | 17,800 | .15 |
| 104 | WICHITA FALLS-LAWTON | 17,600 | .15 |
| 105 | GAINESVILLE | 16,800 | .14 |

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 106 | TUSCALOOSA | 16,000 | .14 |
| 107 | PEORIA-BLOOMINGTON | 15,600 | .13 |
| 108 | COLORADO SPRINGS-PUEBLO | 15,500 | .13 |
| 108 | SPRINGFIELD, MA | 15,500 | .13 |
| 110 | FT. MYERS-NAPLES | 14,400 | .12 |
| 111 | PANAMA CITY | 14,100 | .12 |
| 112 | TOPEKA | 13,300 | .11 |
| 113 | SALINAS-MONTEREY | 13,000 | .11 |
| 114 | FT. WAYNE | 12,900 | .11 |
| 115 | JACKSON, TN | 11,800 | .10 |
| 116 | CHARLESTON-HUNTINGTON | 11,600 | .10 |
| 117 | EVANSVILLE | 11,500 | .10 |
| 118 | TUCSON | 11,200 | .09 |
| 119 | EL PASO | 11,100 | .09 |
| 120 | ROCKFORD | 11,000 | .09 |
| 121 | BAKERSFIELD | 10,900 | .09 |
| 122 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 10,800 | .09 |
| 123 | ALBUQUERQUE | 9,900 | .08 |
| 124 | COLUMBIA-JEFFERSON CITY | 9,800 | .08 |
| 125 | LUBBOCK | 9,700 | .08 |
| 126 | ANNISTON | 9,300 | .08 |
| 127 | MADISON | 7,600 | .07 |
| 128 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 7,200 | .06 |
| 129 | DES MOINES | 7,100 | .06 |
| 130 | AMARILLO | 6,900 | .06 |
| 130 | WILKES BARRE-SCRANTON | 6,900 | .06 |
| 132 | BLUEFIELD-BECKLEY-OAK HILL | 6,600 | .06 |
| 132 | CHARLOTTESVILLE | 6,600 | .06 |
| 134 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 6,300 | .05 |
| 135 | ERIE | 6,200 | .05 |
| 135 | WATERTOWN-CARTHAGE | 6,200 | .05 |
| 137 | UTICA | 6,100 | .05 |
| 138 | ABILENE-SWEETWATER | 6,000 | .05 |
| 138 | ODESSA-MIDLAND | 6,000 | .05 |
| 140 | CORPUS CHRISTI | 5,800 | .05 |
| 141 | JOHNSTOWN-ALTOONA | 5,600 | .05 |
| 142 | SALT LAKE CITY | 5,500 | .05 |
| 142 | SPRINGFIELD, MO | 5,500 | .05 |
| 144 | RENO | 5,200 | .04 |
| 145 | HARRISONBURG | 5,000 | .04 |
| 145 | LIMA | 5,000 | .04 |
| 147 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 4,900 | .04 |
| 148 | BURLINGTON-PLATTSBURGH | 4,700 | .04 |
| 149 | FT. SMITH | 4,600 | .04 |
| 150 | HAGERSTOWN | 4,500 | .04 |
| 151 | SARASOTA | 4,400 | .04 |
| 152 | ARDMORE-ADA | 3,500 | .03 |
| 153 | ELMIRA | 3,400 | .03 |
| 154 | QUINCY-HANNIBAL | 3,200 | .03 |
| 154 | WHEELING-STEUBENVILLE | 3,200 | .03 |
| 156 | TERRE HAUTE | 3,100 | .03 |
| 156 | TRAVERSE CITY-CADILLAC | 3,100 | .03 |
| 158 | JONESBORO | 3,000 | .03 |
| 159 | PALM SPRINGS | 2,900 | .02 |
| 160 | BOWLING GREEN | 2,800 | .02 |
| 160 | SPOKANE | 2,800 | .02 |
| 162 | LINCOLN-HASTINGS-KEARNEY | 2,700 | .02 |
| 163 | BINGHAMTON | 2,600 | .02 |
| 164 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 2,300 | .02 |
| 165 | PORTLAND-POLAND SPRING | 2,200 | .02 |
| 166 | EL CENTRO-YUMA | 2,100 | .02 |
| 167 | JOPLIN-PITTSBURG | 1,800 | .02 |
| 168 | SAN ANGELO | 1,700 | .01 |
| 168 | VICTORIA | 1,700 | .01 |
| 170 | CHICO-REDDING | 1,600 | .01 |
| 170 | LAFAYETTE, IN | 1,600 | .01 |
| 172 | GREEN BAY-APPLETON | 1,500 | .01 |
| 173 | CLARKSBURG-WESTON | 1,300 | .01 |
| 173 | EUGENE | 1,300 | .01 |
| 173 | EUREKA | 1,300 | .01 |
| 173 | FARGO | 1,300 | .01 |
| 173 | ST. JOSEPH | 1,300 | .01 |
| 173 | ZANESVILLE | 1,300 | .01 |
| 179 | SIOUX CITY | 1,200 | .01 |
| 180 | MARQUETTE | 1,100 | .01 |
| 181 | BOISE | 1,000 | .01 |
| 181 | RAPID CITY | 1,000 | .01 |
| 183 | CHEYENNE-SCOTTSBLUFF (STERLING) | 900 | .01 |
| 183 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 900 | .01 |
| 185 | DULUTH-SUPERIOR | 800 | .01 |
| 186 | LA CROSSE-EAU CLAIRE | 700 | .01 |
| 186 | WAUSAU-RHINELANDER | 700 | .01 |
| 188 | FLAGSTAFF | 600 | .01 |
| 188 | GREAT FALLS | 600 | .01 |
| 188 | MEDFORD | 600 | .01 |
| 188 | PARKERSBURG | 600 | .01 |
| 188 | SIOUX FALLS-MITCHELL | 600 | .01 |
| 193 | ROCHESTER-MASON CITY-AUSTIN | 500 | - |
| 194 | GRAND JUNCTION-DURANGO | 400 | - |
| 194 | IDAHO FALLS-POCATELLO | 400 | - |
| 194 | MCALLEN-BROWNSVILLE: LRGV | 400 | - |
| 194 | OTTUMWA-KIRKSVILLE | 400 | - |
| 194 | PRESQUE ISLE | 400 | - |
| 199 | BANGOR | 300 | - |
| 199 | MANKATO | 300 | - |
| 201 | MISSOULA | 200 | - |
| 202 | BILLINGS-HARDIN | 100 | - |
| 202 | TWIN FALLS | 100 | - |
| 204 | ALPENA | | |
| 204 | BEND | | |
| 204 | BUTTE | | |
| 204 | CASPER-RIVERTON | | |
| 204 | HELENA | | |
| 204 | LAREDO | | |
| 204 | NORTH PLATTE | | |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC PERSONS 12-34 — US TOTAL 10,055,500

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 2,276,600 | 22.64 |
| 2 | NEW YORK | 1,193,200 | 11.87 |
| 3 | CHICAGO | 420,900 | 4.19 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 413,500 | 4.11 |
| 5 | MIAMI-FT.LAUDERDALE | 401,400 | 3.99 |
| 6 | HOUSTON | 385,500 | 3.83 |
| 7 | SAN ANTONIO | 323,700 | 3.22 |
| 8 | DALLAS-FT. WORTH | 282,900 | 2.81 |
| 9 | SAN DIEGO | 252,500 | 2.51 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 249,500 | 2.48 |
| 11 | FRESNO-VISALIA | 214,100 | 2.13 |
| 12 | EL PASO | 212,800 | 2.12 |
| 13 | ALBUQUERQUE | 193,200 | 1.92 |
| 14 | PHOENIX | 189,900 | 1.89 |
| 15 | SACRAMENTO-STOCKTON | 189,400 | 1.88 |
| 16 | PHILADELPHIA | 134,000 | 1.33 |
| 17 | DENVER | 125,400 | 1.25 |
| 18 | WASHINGTON, DC | 121,900 | 1.21 |
| 19 | BOSTON | 117,100 | 1.16 |
| 20 | CORPUS CHRISTI | 105,500 | 1.05 |
| 21 | AUSTIN, TX | 90,900 | .90 |
| 22 | TUCSON | 89,900 | .89 |
| 23 | SALINAS-MONTEREY | 86,800 | .86 |
| 24 | TAMPA-ST.PETERSBURG | 74,200 | .74 |
| 25 | HARTFORD-NEW HAVEN | 67,500 | .67 |
| 26 | BAKERSFIELD | 65,200 | .65 |
| 27 | ORLANDO-DAYTONA BEACH-MELBOURNE | 62,100 | .62 |
| 28 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 61,400 | .61 |
| 29 | LAREDO | 53,700 | .53 |
| 30 | ODESSA-MIDLAND | 53,400 | .53 |
| 31 | SEATTLE-TACOMA | 52,000 | .52 |
| 32 | EL CENTRO-YUMA | 47,300 | .47 |
| 33 | LUBBOCK | 46,900 | .47 |
| 34 | PALM SPRINGS | 44,700 | .44 |
| 35 | PORTLAND, OR | 41,900 | .42 |
| 36 | SALT LAKE CITY | 41,400 | .41 |
| 37 | WACO-TEMPLE-BRYAN | 41,300 | .41 |
| 38 | COLORADO SPRINGS-PUEBLO | 40,700 | .40 |
| 39 | LAS VEGAS | 39,800 | .40 |
| 40 | DETROIT | 38,900 | .39 |
| 41 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 38,200 | .38 |
| 42 | ATLANTA | 37,600 | .37 |
| 43 | AMARILLO | 36,000 | .36 |
| 44 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 35,400 | .35 |
| 45 | MILWAUKEE | 32,300 | .32 |
| 46 | PROVIDENCE-NEW BEDFORD | 28,200 | .28 |
| 47 | CLEVELAND | 25,600 | .25 |
| 48 | SPRINGFIELD, MA | 24,000 | .24 |
| 49 | WICHITA-HUTCHINSON | 23,800 | .24 |
| 50 | KANSAS CITY | 22,600 | .22 |
| 51 | NEW ORLEANS | 22,400 | .22 |
| 52 | OKLAHOMA CITY | 21,700 | .22 |
| 53 | RENO | 21,400 | .21 |
| 54 | MINNEAPOLIS-ST. PAUL | 21,100 | .21 |
| 55 | FT. MYERS-NAPLES | 21,000 | .21 |
| 56 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 19,700 | .20 |
| 57 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 18,800 | .19 |
| 58 | ABILENE-SWEETWATER | 18,600 | .18 |
| 59 | RALEIGH-DURHAM | 17,900 | .18 |
| 60 | TOLEDO | 17,600 | .18 |
| 61 | BUFFALO | 15,300 | .15 |
| 62 | BALTIMORE | 15,000 | .15 |
| 63 | HARRISBURG-YORK-LANCASTER-LEBANON | 14,900 | .15 |
| 64 | SAN ANGELO | 14,500 | .14 |
| 65 | TYLER-LONGVIEW-JACKSONVILLE | 14,200 | .14 |
| 65 | WICHITA FALLS-LAWTON | 14,200 | .14 |
| 67 | CHICO-REDDING | 13,800 | .14 |
| 68 | ROCHESTER, NY | 13,700 | .14 |
| 69 | FLINT-SAGINAW-BAY CITY | 13,400 | .13 |
| 69 | SPOKANE | 13,400 | .13 |
| 71 | BOISE | 12,900 | .13 |
| 72 | ST. LOUIS | 12,800 | .13 |
| 73 | JACKSONVILLE | 12,400 | .12 |
| 74 | ALBANY-SCHENECTADY-TROY | 11,000 | .11 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 10,400 | .10 |
| 76 | IDAHO FALLS-POCATELLO | 10,000 | .10 |
| 76 | VICTORIA | 10,000 | .10 |
| 78 | INDIANAPOLIS | 9,300 | .09 |
| 78 | TULSA | 9,300 | .09 |
| 80 | SYRACUSE | 9,000 | .09 |
| 81 | LANSING | 8,900 | .09 |
| 82 | GREENVILLE-NEW BERN-WASHINGTON | 8,600 | .09 |
| 83 | SHREVEPORT-TEXARKANA | 8,500 | .08 |
| 84 | OMAHA | 8,300 | .08 |
| 85 | NASHVILLE | 7,700 | .08 |
| 86 | CHARLOTTE | 7,200 | .07 |
| 87 | MOBILE-PENSACOLA | 7,000 | .07 |
| 87' | TOPEKA | 7,000 | .07 |
| 89 | COLUMBUS, OH | 6,700 | .07 |
| 90 | BEAUMONT-PORT ARTHUR | 6,600 | .07 |
| 90 | PITTSBURGH | 6,600 | .07 |
| 90 | SOUTH BEND-ELKHART | 6,600 | .07 |
| 93 | MEDFORD | 6,300 | .06 |
| 93 | SAVANNAH | 6,300 | .06 |
| 95 | GRAND JUNCTION-DURANGO | 6,200 | .06 |
| 95 | TALLAHASSEE-THOMASVILLE | 6,200 | .06 |
| 97 | EUGENE | 5,700 | .06 |
| 98 | MEMPHIS | 5,500 | .05 |
| 98 | ROCKFORD | 5,500 | .05 |
| 100 | GREENVILLE-SPARTANBURG-ASHEVILLE | 5,400 | .05 |
| 101 | SPRINGFIELD-DECATUR-CHAMPAIGN | 5,000 | .05 |
| 102 | GREENSBORO-WINSTON SALEM-HIGH POINT | 4,900 | .05 |
| 103 | CHEYENNE-SCOTTSBLUFF (STERLING) | 4,800 | .05 |
| 103 | DES MOINES | 4,800 | .05 |
| 103 | FT. WAYNE | 4,800 | .05 |

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 106 | GAINESVILLE | 4,700 | .05 |
| 106 | RICHMOND | 4,700 | .05 |
| 106 | WILKES BARRE-SCRANTON | 4,700 | .05 |
| 109 | COLUMBUS, GA | 4,500 | .04 |
| 109 | FLAGSTAFF | 4,500 | .04 |
| 109 | MADISON | 4,500 | .04 |
| 112 | LOUISVILLE | 4,400 | .04 |
| 113 | DAYTON | 4,300 | .04 |
| 114 | BURLINGTON-PLATTSBURGH | 4,200 | .04 |
| 115 | CINCINNATI | 4,100 | .04 |
| 116 | ALBANY, GA | 4,000 | .04 |
| 116 | SPRINGFIELD, MO | 4,000 | .04 |
| 118 | LINCOLN-HASTINGS-KEARNEY | 3,900 | .04 |
| 119 | BATON ROUGE | 3,800 | .04 |
| 119 | CHARLESTON, SC | 3,800 | .04 |
| 119 | COLUMBIA, SC | 3,800 | .04 |
| 122 | EUREKA | 3,700 | .04 |
| 123 | LITTLE ROCK | 3,600 | .04 |
| 124 | PEORIA-BLOOMINGTON | 3,500 | .03 |
| 125 | GREEN BAY-APPLETON | 3,400 | .03 |
| 126 | CHATTANOOGA | 3,300 | .03 |
| 127 | ROANOKE-LYNCHBURG | 3,200 | .03 |
| 128 | ALEXANDRIA, LA | 3,100 | .03 |
| 129 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 3,000 | .03 |
| 129 | WATERTOWN-CARTHAGE | 3,000 | .03 |
| 129 | YOUNGSTOWN | 3,000 | .03 |
| 132 | FT. SMITH | 2,800 | .03 |
| 132 | PORTLAND-POLAND SPRING | 2,800 | .03 |
| 132 | TWIN FALLS | 2,800 | .03 |
| 135 | AUGUSTA | 2,700 | .03 |
| 135 | UTICA | 2,700 | .03 |
| 137 | BILLINGS-HARDIN | 2,600 | .03 |
| 137 | FARGO | 2,600 | .03 |
| 139 | BIRMINGHAM | 2,500 | .02 |
| 139 | LAFAYETTE, LA | 2,500 | .02 |
| 139 | SIOUX CITY | 2,500 | .02 |
| 142 | HUNTSVILLE-DECATUR-FLORENCE | 2,400 | .02 |
| 143 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 2,300 | .02 |
| 143 | SARASOTA | 2,300 | .02 |
| 145 | RAPID CITY | 2,200 | .02 |
| 146 | JOHNSTOWN-ALTOONA | 2,000 | .02 |
| 146 | LEXINGTON | 2,000 | .02 |
| 146 | PANAMA CITY | 2,000 | .02 |
| 149 | BINGHAMTON | 1,900 | .02 |
| 150 | MACON | 1,800 | .02 |
| 151 | BILOXI-GULFPORT-PASCAGOULA | 1,700 | .02 |
| 151 | CHARLESTON-HUNTINGTON | 1,700 | .02 |
| 151 | ERIE | 1,700 | .02 |
| 151 | KNOXVILLE | 1,700 | .02 |
| 151 | ROCHESTER-MASON CITY-AUSTIN | 1,700 | .02 |
| 151 | TRAVERSE CITY-CADILLAC | 1,700 | .02 |
| 157 | CASPER-RIVERTON | 1,600 | .02 |
| 157 | LA CROSSE-EAU CLAIRE | 1,600 | .02 |
| 157 | MONROE-EL DORADO | 1,600 | .02 |
| 160 | EVANSVILLE | 1,500 | .01 |
| 161 | JOPLIN-PITTSBURG | 1,400 | .01 |
| 162 | COLUMBIA-JEFFERSON CITY | 1,300 | .01 |
| 162 | ELMIRA | 1,300 | .01 |
| 162 | LAFAYETTE, IN | 1,300 | .01 |
| 162 | SALISBURY | 1,300 | .01 |
| 162 | WILMINGTON | 1,300 | .01 |
| 167 | DOTHAN | 1,200 | .01 |
| 167 | HARRISONBURG | 1,200 | .01 |
| 169 | ARDMORE-ADA | 1,100 | .01 |
| 169 | BANGOR | 1,100 | .01 |
| 169 | LAKE CHARLES | 1,100 | .01 |
| 169 | MONTGOMERY-SELMA | 1,100 | .01 |
| 173 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 1,000 | .01 |
| 173 | JACKSON, MS | 1,000 | .01 |
| 175 | BUTTE | 900 | .01 |
| 175 | MISSOULA | 900 | .01 |
| 175 | QUINCY-HANNIBAL | 900 | .01 |
| 178 | COLUMBUS-TUPELO | 800 | .01 |
| 178 | DULUTH-SUPERIOR | 800 | .01 |
| 178 | GREAT FALLS | 800 | .01 |
| 178 | ST. JOSEPH | 800 | .01 |
| 178 | TERRE HAUTE | 800 | .01 |
| 183 | ANNISTON | 700 | .01 |
| 183 | CHARLOTTESVILLE | 700 | .01 |
| 183 | FLORENCE-MYRTLE BEACH | 700 | .01 |
| 183 | SIOUX FALLS-MITCHELL | 700 | .01 |
| 183 | WAUSAU-RHINELANDER | 700 | .01 |
| 188 | BEND | 600 | .01 |
| 188 | LAUREL-HATTIESBURG | 600 | .01 |
| 188 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 600 | .01 |
| 188 | NORTH PLATTE | 600 | .01 |
| 192 | HAGERSTOWN | 500 | - |
| 192 | LIMA | 500 | - |
| 192 | MARQUETTE | 500 | - |
| 195 | BLUEFIELD-BECKLEY-OAK HILL | 400 | - |
| 195 | GREENWOOD-GREENVILLE | 400 | - |
| 195 | MANKATO | 400 | - |
| 195 | PARKERSBURG | 400 | - |
| 195 | TUSCALOOSA | 400 | - |
| 200 | CLARKSBURG-WESTON | 300 | - |
| 200 | JONESBORO | 300 | - |
| 200 | MERIDIAN | 300 | - |
| 200 | PRESQUE ISLE | 300 | - |
| 200 | WHEELING-STEUBENVILLE | 300 | - |
| 205 | ALPENA | 200 | - |
| 205 | BOWLING GREEN | 200 | - |
| 205 | HELENA | 200 | - |
| 205 | OTTUMWA-KIRKSVILLE | 200 | - |
| 205 | ZANESVILLE | 200 | - |
| 210 | JACKSON, TN | 100 | - |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL PERSONS 18-34** US TOTAL 67,526,200

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 5,014,300 | 7.43 |
| 2 | LOS ANGELES | 4,439,600 | 6.57 |
| 3 | CHICAGO | 2,303,600 | 3.41 |
| 4 | PHILADELPHIA | 1,926,500 | 2.85 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 1,699,200 | 2.52 |
| 6 | BOSTON | 1,667,400 | 2.47 |
| 7 | WASHINGTON, DC | 1,430,700 | 2.12 |
| 8 | DALLAS-FT. WORTH | 1,406,800 | 2.08 |
| 9 | DETROIT | 1,263,700 | 1.87 |
| 10 | HOUSTON | 1,176,100 | 1.74 |
| 11 | ATLANTA | 1,161,500 | 1.72 |
| 12 | MINNEAPOLIS-ST. PAUL | 1,026,400 | 1.52 |
| 13 | SEATTLE-TACOMA | 968,900 | 1.43 |
| 14 | CLEVELAND | 940,800 | 1.39 |
| 15 | MIAMI-FT. LAUDERDALE | 864,200 | 1.28 |
| 16 | SAN DIEGO | 833,400 | 1.23 |
| 17 | SACRAMENTO-STOCKTON | 786,800 | 1.17 |
| 18 | ST. LOUIS | 753,600 | 1.12 |
| 19 | PHOENIX | 728,600 | 1.08 |
| 20 | DENVER | 724,900 | 1.07 |
| 21 | BALTIMORE | 722,200 | 1.07 |
| 22 | PITTSBURGH | 716,900 | 1.06 |
| 23 | HARTFORD-NEW HAVEN | 684,300 | 1.01 |
| 24 | TAMPA-ST. PETERSBURG | 680,300 | 1.01 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 620,200 | .92 |
| 26 | INDIANAPOLIS | 618,900 | .92 |
| 27 | RALEIGH-DURHAM | 589,100 | .87 |
| 28 | MILWAUKEE | 545,800 | .81 |
| 29 | CINCINNATI | 544,900 | .81 |
| 30 | PORTLAND, OR | 539,100 | .80 |
| 31 | CHARLOTTE | 537,000 | .80 |
| 32 | KANSAS CITY | 536,500 | .79 |
| 33 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 535,500 | .79 |
| 34 | COLUMBUS, OH | 533,600 | .79 |
| 35 | NASHVILLE | 523,500 | .78 |
| 36 | SALT LAKE CITY | 492,400 | .73 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 460,600 | .68 |
| 38 | SAN ANTONIO | 456,600 | .68 |
| 39 | NEW ORLEANS | 439,300 | .65 |
| 40 | MEMPHIS | 439,000 | .65 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 434,400 | .64 |
| 42 | BUFFALO | 425,900 | .63 |
| 43 | PROVIDENCE-NEW BEDFORD | 421,500 | .62 |
| 44 | OKLAHOMA CITY | 392,700 | .58 |
| 45 | LOUISVILLE | 379,000 | .56 |
| 46 | HARRISBURG-YORK-LANCASTER-LEBANON | 377,800 | .56 |
| 47 | FRESNO-VISALIA | 371,100 | .55 |
| 48 | GREENSBORO-WINSTON SALEM-HIGH POINT | 361,200 | .53 |
| 49 | ALBUQUERQUE | 360,100 | .53 |
| 50 | JACKSONVILLE | 350,300 | .52 |
| 51 | ALBANY-SCHENECTADY-TROY | 350,000 | .52 |
| 52 | DAYTON | 339,400 | .50 |
| 53 | BIRMINGHAM | 335,600 | .50 |
| 54 | WILKES BARRE-SCRANTON | 324,700 | .48 |
| 55 | AUSTIN, TX | 319,100 | .47 |
| 56 | FLINT-SAGINAW-BAY CITY | 314,900 | .47 |
| 57 | RICHMOND | 313,100 | .46 |
| 58 | CHARLESTON-HUNTINGTON | 305,100 | .45 |
| 59 | SYRACUSE | 303,000 | .45 |
| 60 | LITTLE ROCK | 298,000 | .44 |
| 61 | MOBILE-PENSACOLA | 294,600 | .44 |
| 62 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 287,800 | .43 |
| 63 | TOLEDO | 287,300 | .43 |
| 64 | KNOXVILLE | 281,900 | .42 |
| 65 | TULSA | 277,600 | .41 |
| 66 | ROANOKE-LYNCHBURG | 271,500 | .40 |
| 67 | WICHITA-HUTCHINSON | 269,700 | .40 |
| 68 | ROCHESTER, NY | 264,800 | .39 |
| 69 | GREEN BAY-APPLETON | 259,400 | .38 |
| 70 | LEXINGTON | 258,400 | .38 |
| 71 | PORTLAND-POLAND SPRING | 250,900 | .37 |
| 72 | DES MOINES | 243,900 | .36 |
| 73 | OMAHA | 238,500 | .35 |
| 73 | SPRINGFIELD-DECATUR-CHAMPAIGN | 238,500 | .35 |
| 75 | COLUMBIA, SC | 238,000 | .35 |
| 76 | WACO-TEMPLE-BRYAN | 236,800 | .35 |
| 77 | SHREVEPORT-TEXARKANA | 233,600 | .35 |
| 78 | LAS VEGAS | 224,600 | .33 |
| 79 | TUCSON | 221,000 | .33 |
| 80 | EL PASO | 219,500 | .33 |
| 81 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 216,800 | .32 |
| 82 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 213,200 | .32 |
| 83 | JOHNSTOWN-ALTOONA | 209,100 | .31 |
| 84 | GREENVILLE-NEW BERN-WASHINGTON | 207,200 | .31 |
| 85 | BATON ROUGE | 205,700 | .30 |
| 86 | MADISON | 205,100 | .30 |
| 87 | CHATTANOOGA | 204,100 | .30 |
| 88 | SOUTH BEND-ELKHART | 203,600 | .30 |
| 89 | SPOKANE | 202,900 | .30 |
| 90 | JACKSON, MS | 202,300 | .30 |
| 91 | HUNTSVILLE-DECATUR-FLORENCE | 200,100 | .30 |
| 92 | SPRINGFIELD, MO | 200,000 | .30 |
| 93 | SAVANNAH | 192,700 | .29 |
| 94 | CHARLESTON, SC | 192,400 | .28 |
| 95 | SPRINGFIELD, MA | 192,100 | .28 |
| 96 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 191,400 | .28 |
| 97 | LANSING | 190,000 | .28 |
| 98 | SALINAS-MONTEREY | 189,000 | .28 |
| 99 | BURLINGTON-PLATTSBURGH | 186,300 | .28 |
| 100 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 182,600 | .27 |
| 101 | MCALLEN-BROWNSVILLE: LRGV | 181,500 | .27 |
| 102 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 180,500 | .27 |
| 103 | COLORADO SPRINGS-PUEBLO | 176,800 | .26 |
| 104 | EVANSVILLE | 167,000 | .25 |
| 105 | YOUNGSTOWN | 162,200 | .24 |
| 106 | TALLAHASSEE-THOMASVILLE | 160,800 | .24 |
| 107 | FT. WAYNE | 160,400 | .24 |
| 108 | LINCOLN-HASTINGS-KEARNEY | 155,200 | .23 |
| 109 | AUGUSTA | 153,400 | .23 |
| 110 | PEORIA-BLOOMINGTON | 152,700 | .23 |
| 111 | COLUMBUS, GA | 150,400 | .22 |
| 112 | FARGO | 149,900 | .22 |
| 113 | MONTGOMERY-SELMA | 147,800 | .22 |
| 114 | LAFAYETTE, LA | 136,300 | .20 |
| 115 | TYLER-LONGVIEW-JACKSONVILLE | 135,400 | .20 |
| 116 | FT. MYERS-NAPLES | 135,200 | .20 |
| 117 | SIOUX FALLS-MITCHELL | 135,100 | .20 |
| 118 | MACON | 134,500 | .20 |
| 119 | BAKERSFIELD | 132,200 | .20 |
| 120 | RENO | 132,000 | .20 |
| 121 | CORPUS CHRISTI | 127,500 | .19 |
| 122 | EUGENE | 126,900 | .19 |
| 123 | LA CROSSE-EAU CLAIRE | 124,800 | .18 |
| 124 | FT. SMITH | 124,100 | .18 |
| 125 | COLUMBUS-TUPELO | 122,500 | .18 |
| 126 | MONROE-EL DORADO | 120,000 | .18 |
| 127 | TOPEKA | 119,400 | .18 |
| 128 | TRAVERSE CITY-CADILLAC | 114,900 | .17 |
| 129 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 113,900 | .17 |
| 130 | WICHITA FALLS-LAWTON | 109,600 | .16 |
| 131 | AMARILLO | 108,500 | .16 |
| 131 | LUBBOCK | 108,500 | .16 |
| 133 | BINGHAMTON | 107,600 | .16 |
| 134 | FLORENCE-MYRTLE BEACH | 105,900 | .16 |
| 135 | WAUSAU-RHINELANDER | 105,600 | .16 |
| 136 | COLUMBIA-JEFFERSON CITY | 105,400 | .16 |
| 137 | ERIE | 102,300 | .15 |
| 138 | ROCKFORD | 102,000 | .15 |
| 139 | CHICO-REDDING | 101,100 | .15 |
| 140 | BOISE | 100,900 | .15 |
| 141 | BEAUMONT-PORT ARTHUR | 100,600 | .15 |
| 142 | TERRE HAUTE | 99,200 | .15 |
| 143 | WILMINGTON | 98,200 | .15 |
| 144 | ODESSA-MIDLAND | 96,000 | .14 |
| 145 | SIOUX CITY | 94,800 | .14 |
| 146 | ALBANY, GA | 93,900 | .14 |
| 147 | DULUTH-SUPERIOR | 93,800 | .14 |
| 148 | BANGOR | 85,200 | .13 |
| 149 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 82,500 | .12 |
| 150 | BILOXI-GULFPORT-PASCAGOULA | 82,100 | .12 |
| 151 | GAINESVILLE | 81,800 | .12 |
| 151 | JOPLIN-PITTSBURG | 81,800 | .12 |
| 153 | WHEELING-STEUBENVILLE | 81,600 | .12 |
| 154 | ROCHESTER-MASON CITY-AUSTIN | 81,200 | .12 |
| 155 | BLUEFIELD-BECKLEY-OAK HILL | 79,000 | .12 |
| 156 | IDAHO FALLS-POCATELLO | 78,700 | .12 |
| 157 | WATERTOWN-CARTHAGE | 75,700 | .11 |
| 158 | UTICA | 74,200 | .11 |
| 159 | PALM SPRINGS | 73,400 | .11 |
| 160 | ALEXANDRIA, LA | 71,800 | .11 |
| 161 | ABILENE-SWEETWATER | 70,200 | .10 |
| 162 | LAUREL-HATTIESBURG | 69,900 | .10 |
| 163 | QUINCY-HANNIBAL | 69,000 | .10 |
| 164 | MEDFORD | 68,800 | .10 |
| 165 | HARRISONBURG | 67,400 | .10 |
| 166 | PANAMA CITY | 64,800 | .10 |
| 167 | SALISBURY | 64,000 | .09 |
| 168 | CLARKSBURG-WESTON | 63,800 | .09 |
| 169 | DOTHAN | 61,000 | .09 |
| 170 | LAKE CHARLES | 58,200 | .09 |
| 171 | RAPID CITY | 57,000 | .08 |
| 172 | GREENWOOD-GREENVILLE | 56,900 | .08 |
| 173 | ELMIRA | 55,900 | .08 |
| 174 | EL CENTRO-YUMA | 54,200 | .08 |
| 175 | LAFAYETTE, IN | 52,700 | .08 |
| 176 | BILLINGS-HARDIN | 50,400 | .07 |
| 177 | SARASOTA | 50,200 | .07 |
| 178 | TUSCALOOSA | 48,600 | .07 |
| 179 | JONESBORO | 45,300 | .07 |
| 180 | MERIDIAN | 44,200 | .07 |
| 181 | MISSOULA | 43,300 | .06 |
| 182 | ARDMORE-ADA | 40,900 | .06 |
| 183 | GRAND JUNCTION-DURANGO | 40,100 | .06 |
| 184 | MARQUETTE | 39,900 | .06 |
| 185 | LAREDO | 39,600 | .06 |
| 186 | CHARLOTTESVILLE | 38,900 | .06 |
| 187 | GREAT FALLS | 38,200 | .06 |
| 188 | EUREKA | 37,100 | .05 |
| 189 | JACKSON, TN | 36,900 | .05 |
| 190 | SAN ANGELO | 35,200 | .05 |
| 191 | PARKERSBURG | 34,500 | .05 |
| 192 | BOWLING GREEN | 34,300 | .05 |
| 193 | BUTTE | 33,900 | .05 |
| 194 | HAGERSTOWN | 33,700 | .05 |
| 195 | ST. JOSEPH | 32,200 | .05 |
| 196 | ANNISTON | 32,100 | .05 |
| 197 | FLAGSTAFF | 31,000 | .05 |
| 198 | LIMA | 27,300 | .04 |
| 199 | CHEYENNE-SCOTTSBLUFF (STERLING) | 27,100 | .04 |
| 200 | MANKATO | 24,900 | .04 |
| 201 | CASPER-RIVERTON | 24,200 | .04 |
| 202 | PRESQUE ISLE | 22,000 | .03 |
| 203 | OTTUMWA-KIRKSVILLE | 21,600 | .03 |
| 204 | TWIN FALLS | 21,200 | .03 |
| 205 | ZANESVILLE | 20,300 | .03 |
| 206 | VICTORIA | 18,300 | .03 |
| 207 | BEND | 15,700 | .02 |
| 208 | HELENA | 10,800 | .02 |
| 209 | NORTH PLATTE | 9,300 | .01 |
| 210 | ALPENA | 8,500 | .01 |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### BLACK PERSONS 18-34 — US TOTAL 8,804,700

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 919,200 | 10.44 |
| 2 | CHICAGO | 433,500 | 4.92 |
| 3 | LOS ANGELES | 369,000 | 4.19 |
| 4 | WASHINGTON, DC | 354,400 | 4.03 |
| 5 | PHILADELPHIA | 339,600 | 3.86 |
| 6 | ATLANTA | 300,700 | 3.42 |
| 7 | DETROIT | 268,900 | 3.05 |
| 8 | HOUSTON | 216,600 | 2.46 |
| 9 | DALLAS-FT. WORTH | 203,000 | 2.31 |
| 10 | BALTIMORE | 194,000 | 2.20 |
| 11 | RALEIGH-DURHAM | 176,100 | 2.00 |
| 12 | MIAMI-FT.LAUDERDALE | 171,400 | 1.95 |
| 13 | MEMPHIS | 167,900 | 1.91 |
| 14 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 158,700 | 1.80 |
| 15 | SAN FRANCISCO-OAKLAND-SAN JOSE | 153,000 | 1.74 |
| 16 | NEW ORLEANS | 141,600 | 1.61 |
| 17 | CLEVELAND | 127,500 | 1.45 |
| 18 | ST. LOUIS | 119,800 | 1.36 |
| 19 | CHARLOTTE | 107,200 | 1.22 |
| 20 | RICHMOND | 99,600 | 1.13 |
| 21 | JACKSON, MS | 96,400 | 1.09 |
| 22 | COLUMBIA, SC | 94,800 | 1.08 |
| 23 | BIRMINGHAM | 84,000 | .95 |
| 24 | BOSTON | 82,700 | .94 |
| 25 | GREENSBORO-WINSTON SALEM-HIGH POINT | 75,800 | .86 |
| 26 | TAMPA-ST.PETERSBURG | 75,100 | .85 |
| 27 | JACKSONVILLE | 73,100 | .83 |
| 28 | ORLANDO-DAYTONA BEACH-MELBOURNE | 72,000 | .82 |
| 29 | NASHVILLE | 71,900 | .82 |
| 30 | SHREVEPORT-TEXARKANA | 70,200 | .80 |
| 31 | BATON ROUGE | 70,000 | .80 |
| 32 | GREENVILLE-SPARTANBURG-ASHEVILLE | 68,800 | .78 |
| 33 | MILWAUKEE | 65,700 | .75 |
| 34 | MONTGOMERY-SELMA | 65,500 | .74 |
| 35 | MOBILE-PENSACOLA | 65,100 | .74 |
| 36 | SAN DIEGO | 64,100 | .73 |
| 37 | KANSAS CITY | 62,000 | .70 |
| 38 | HARTFORD-NEW HAVEN | 61,700 | .70 |
| 39 | SAVANNAH | 61,500 | .70 |
| 40 | CHARLESTON, SC | 60,100 | .68 |
| 41 | INDIANAPOLIS | 59,900 | .68 |
| 42 | LITTLE ROCK | 59,700 | .68 |
| 43 | AUGUSTA | 57,900 | .66 |
| 44 | CINCINNATI | 56,900 | .65 |
| 45 | GREENVILLE-NEW BERN-WASHINGTON | 56,600 | .64 |
| 46 | COLUMBUS, OH | 56,400 | .64 |
| 47 | SACRAMENTO-STOCKTON | 53,800 | .61 |
| 48 | COLUMBUS, GA | 52,200 | .59 |
| 48 | MACON | 52,200 | .59 |
| 50 | PITTSBURGH | 50,200 | .57 |
| 51 | TALLAHASSEE-THOMASVILLE | 50,100 | .57 |
| 52 | SEATTLE-TACOMA | 45,800 | .52 |
| 53 | MONROE-EL DORADO | 42,200 | .48 |
| 54 | LOUISVILLE | 41,800 | .47 |
| 55 | ROANOKE-LYNCHBURG | 41,700 | .47 |
| 55 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 41,700 | .47 |
| 57 | WACO-TEMPLE-BRYAN | 41,500 | .47 |
| 58 | BUFFALO | 39,400 | .45 |
| 59 | COLUMBUS-TUPELO | 38,700 | .44 |
| 60 | DAYTON | 37,500 | .43 |
| 61 | OKLAHOMA CITY | 37,100 | .42 |
| 62 | LAFAYETTE, LA | 36,900 | .42 |
| 63 | ALBANY, GA | 36,500 | .41 |
| 63 | FLORENCE-MYRTLE BEACH | 36,500 | .41 |
| 65 | GREENWOOD-GREENVILLE | 35,400 | .40 |
| 66 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 34,600 | .39 |
| 67 | FLINT-SAGINAW-BAY CITY | 33,800 | .38 |
| 68 | MINNEAPOLIS-ST. PAUL | 32,200 | .37 |
| 69 | DENVER | 30,700 | .35 |
| 70 | HUNTSVILLE-DECATUR-FLORENCE | 30,300 | .34 |
| 71 | SAN ANTONIO | 29,400 | .33 |
| 72 | AUSTIN, TX | 28,000 | .32 |
| 73 | ROCHESTER, NY | 27,500 | .31 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 27,100 | .31 |
| 75 | PHOENIX | 25,200 | .29 |
| 76 | BEAUMONT-PORT ARTHUR | 24,200 | .27 |
| 77 | WILMINGTON | 23,600 | .27 |
| 78 | LAS VEGAS | 23,100 | .26 |
| 79 | TULSA | 22,700 | .26 |
| 80 | LAUREL-HATTIESBURG | 21,400 | .24 |
| 81 | TOLEDO | 21,100 | .24 |
| 82 | ALEXANDRIA, LA | 19,700 | .22 |
| 83 | CHATTANOOGA | 18,400 | .21 |
| 83 | FRESNO-VISALIA | 18,400 | .21 |
| 85 | SPRINGFIELD-DECATUR-CHAMPAIGN | 18,300 | .21 |
| 86 | HARRISBURG-YORK-LANCASTER-LEBANON | 18,200 | .21 |
| 87 | MERIDIAN | 17,500 | .20 |
| 88 | BILOXI-GULFPORT-PASCAGOULA | 17,300 | .20 |
| 89 | ALBANY-SCHENECTADY-TROY | 17,200 | .20 |
| 90 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 17,000 | .19 |
| 91 | SYRACUSE | 16,800 | .19 |
| 92 | LANSING | 16,100 | .18 |
| 92 | SOUTH BEND-ELKHART | 16,100 | .18 |
| 94 | LEXINGTON | 15,900 | .18 |
| 95 | OMAHA | 15,700 | .18 |
| 96 | SALISBURY | 15,500 | .18 |
| 97 | YOUNGSTOWN | 14,500 | .16 |
| 98 | KNOXVILLE | 14,200 | .16 |
| 99 | PROVIDENCE-NEW BEDFORD | 14,100 | .16 |
| 99 | WICHITA-HUTCHINSON | 14,100 | .16 |
| 101 | WICHITA FALLS-LAWTON | 13,500 | .15 |
| 102 | DOTHAN | 13,200 | .15 |
| 103 | LAKE CHARLES | 12,800 | .15 |
| 104 | COLORADO SPRINGS-PUEBLO | 12,700 | .14 |
| 104 | PORTLAND, OR | 12,700 | .14 |
| 106 | GAINESVILLE | 12,600 | .14 |
| 107 | TUSCALOOSA | 11,700 | .13 |
| 108 | PEORIA-BLOOMINGTON | 11,600 | .13 |
| 108 | SPRINGFIELD, MA | 11,600 | .13 |
| 110 | SALINAS-MONTEREY | 11,100 | .13 |
| 111 | TOPEKA | 10,900 | .12 |
| 112 | FT. MYERS-NAPLES | 10,200 | .12 |
| 113 | PANAMA CITY | 10,100 | .11 |
| 114 | EL PASO | 9,100 | .10 |
| 115 | CHARLESTON-HUNTINGTON | 8,900 | .10 |
| 115 | FT. WAYNE | 8,900 | .10 |
| 117 | TUCSON | 8,700 | .10 |
| 118 | JACKSON, TN | 8,500 | .10 |
| 119 | BAKERSFIELD | 8,300 | .09 |
| 119 | COLUMBIA-JEFFERSON CITY | 8,300 | .09 |
| 121 | EVANSVILLE | 8,000 | .09 |
| 122 | ROCKFORD | 7,700 | .09 |
| 123 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 7,500 | .09 |
| 124 | ALBUQUERQUE | 7,100 | .08 |
| 125 | ANNISTON | 6,900 | .08 |
| 126 | LUBBOCK | 6,800 | .08 |
| 127 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 6,000 | .07 |
| 128 | MADISON | 5,800 | .07 |
| 129 | WATERTOWN-CARTHAGE | 5,700 | .06 |
| 129 | WILKES BARRE-SCRANTON | 5,700 | .06 |
| 131 | CHARLOTTESVILLE | 5,300 | .06 |
| 131 | DES MOINES | 5,300 | .06 |
| 133 | UTICA | 5,100 | .06 |
| 134 | AMARILLO | 5,000 | .06 |
| 135 | JOHNSTOWN-ALTOONA | 4,900 | .06 |
| 136 | ABILENE-SWEETWATER | 4,800 | .05 |
| 137 | BLUEFIELD-BECKLEY-OAK HILL | 4,600 | .05 |
| 137 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 4,600 | .05 |
| 137 | SPRINGFIELD, MO | 4,600 | .05 |
| 140 | BURLINGTON-PLATTSBURGH | 4,500 | .05 |
| 141 | ERIE | 4,300 | .05 |
| 141 | RENO | 4,300 | .05 |
| 143 | CORPUS CHRISTI | 4,200 | .05 |
| 143 | HAGERSTOWN | 4,200 | .05 |
| 143 | HARRISONBURG | 4,200 | .05 |
| 143 | SALT LAKE CITY | 4,200 | .05 |
| 147 | ODESSA-MIDLAND | 4,000 | .05 |
| 148 | LIMA | 3,700 | .04 |
| 149 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 3,600 | .04 |
| 150 | FT. SMITH | 3,400 | .04 |
| 151 | SARASOTA | 3,100 | .04 |
| 152 | TRAVERSE CITY-CADILLAC | 3,000 | .03 |
| 153 | ELMIRA | 2,800 | .03 |
| 154 | ARDMORE-ADA | 2,700 | .03 |
| 154 | QUINCY-HANNIBAL | 2,700 | .03 |
| 156 | TERRE HAUTE | 2,600 | .03 |
| 157 | JONESBORO | 2,200 | .02 |
| 157 | PALM SPRINGS | 2,200 | .02 |
| 157 | SPOKANE | 2,200 | .02 |
| 157 | WHEELING-STEUBENVILLE | 2,200 | .02 |
| 161 | BOWLING GREEN | 2,000 | .02 |
| 161 | LINCOLN-HASTINGS-KEARNEY | 2,000 | .02 |
| 163 | BINGHAMTON | 1,800 | .02 |
| 163 | PORTLAND-POLAND SPRING | 1,800 | .02 |
| 163 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 1,800 | .02 |
| 166 | EL CENTRO-YUMA | 1,700 | .02 |
| 167 | JOPLIN-PITTSBURG | 1,500 | .02 |
| 167 | LAFAYETTE, IN | 1,500 | .02 |
| 169 | SAN ANGELO | 1,300 | .01 |
| 170 | CHICO-REDDING | 1,200 | .01 |
| 170 | GREEN BAY-APPLETON | 1,200 | .01 |
| 170 | VICTORIA | 1,200 | .01 |
| 173 | EUGENE | 1,100 | .01 |
| 173 | EUREKA | 1,100 | .01 |
| 173 | MARQUETTE | 1,100 | .01 |
| 176 | CLARKSBURG-WESTON | 1,000 | .01 |
| 176 | FARGO | 1,000 | .01 |
| 176 | ST. JOSEPH | 1,000 | .01 |
| 179 | SIOUX CITY | 900 | .01 |
| 179 | ZANESVILLE | - 900 | .01 |
| 181 | RAPID CITY | 800 | .01 |
| 182 | BOISE | 700 | .01 |
| 182 | CHEYENNE-SCOTTSBLUFF (STERLING) | 700 | .01 |
| 182 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 700 | .01 |
| 185 | DULUTH-SUPERIOR | 600 | .01 |
| 185 | FLAGSTAFF | 600 | .01 |
| 185 | LA CROSSE-EAU CLAIRE | 600 | .01 |
| 188 | MEDFORD | 500 | .01 |
| 188 | PARKERSBURG | 500 | .01 |
| 188 | SIOUX FALLS-MITCHELL | 500 | .01 |
| 188 | WAUSAU-RHINELANDER | 500 | .01 |
| 192 | GREAT FALLS | 400 | - |
| 192 | MCALLEN-BROWNSVILLE: LRGV | 400 | - |
| 192 | PRESQUE ISLE | 400 | - |
| 192 | ROCHESTER-MASON CITY-AUSTIN | 400 | - |
| 196 | GRAND JUNCTION-DURANGO | 300 | - |
| 196 | MANKATO | 300 | - |
| 198 | BANGOR | 200 | - |
| 198 | IDAHO FALLS-POCATELLO | 200 | - |
| 198 | OTTUMWA-KIRKSVILLE | 200 | - |
| 201 | BILLINGS-HARDIN | 100 | - |
| 201 | MISSOULA | 100 | - |
| 201 | TWIN FALLS | 100 | - |
| 204 | ALPENA | | |
| 204 | BEND | | |
| 204 | BUTTE | | |
| 204 | CASPER-RIVERTON | | |
| 204 | HELENA | | |
| 204 | LAREDO | | |
| 204 | NORTH PLATTE | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC PERSONS 18-34

US TOTAL 7,658,800

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,768,800 | 23.10 |
| 2 | NEW YORK | 923,600 | 12.06 |
| 3 | SAN FRANCISCO-OAKLAND-SAN JOSE | 327,700 | 4.28 |
| 4 | CHICAGO | 319,000 | 4.17 |
| 5 | MIAMI-FT. LAUDERDALE | 314,500 | 4.11 |
| 6 | HOUSTON | 293,200 | 3.83 |
| 7 | SAN ANTONIO | 231,400 | 3.02 |
| 8 | DALLAS-FT. WORTH | 222,900 | 2.91 |
| 9 | SAN DIEGO | 197,500 | 2.58 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 164,300 | 2.15 |
| 11 | FRESNO-VISALIA | 156,600 | 2.04 |
| 12 | EL PASO | 149,400 | 1.95 |
| 13 | SACRAMENTO-STOCKTON | 143,200 | 1.87 |
| 14 | ALBUQUERQUE | 140,400 | 1.83 |
| 15 | PHOENIX | 140,000 | 1.83 |
| 16 | WASHINGTON, DC | 101,100 | 1.32 |
| 17 | PHILADELPHIA | 100,700 | 1.31 |
| 18 | DENVER | 93,400 | 1.22 |
| 19 | BOSTON | 91,300 | 1.19 |
| 20 | CORPUS CHRISTI | 73,900 | .96 |
| 21 | AUSTIN, TX | 71,000 | .93 |
| 22 | SALINAS-MONTEREY | 66,200 | .86 |
| 23 | TUCSON | 64,900 | .85 |
| 24 | TAMPA-ST. PETERSBURG | 56,400 | .74 |
| 25 | HARTFORD-NEW HAVEN | 50,700 | .66 |
| 26 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 48,900 | .64 |
| 27 | BAKERSFIELD | 48,600 | .63 |
| 28 | ORLANDO-DAYTONA BEACH-MELBOURNE | 46,800 | .61 |
| 29 | SEATTLE-TACOMA | 40,600 | .53 |
| 30 | ODESSA-MIDLAND | 37,400 | .49 |
| 31 | LAREDO | 36,800 | .48 |
| 32 | PALM SPRINGS | 33,800 | .44 |
| 33 | LUBBOCK | 33,300 | .43 |
| 34 | PORTLAND, OR | 32,700 | .43 |
| 35 | WACO-TEMPLE-BRYAN | 32,400 | .42 |
| 36 | EL CENTRO-YUMA | 32,200 | .42 |
| 37 | ATLANTA | 31,400 | .41 |
| 38 | LAS VEGAS | 31,200 | .41 |
| 39 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 30,200 | .39 |
| 40 | SALT LAKE CITY | 30,100 | .39 |
| 41 | COLORADO SPRINGS-PUEBLO | 29,400 | .38 |
| 42 | DETROIT | 28,800 | .38 |
| 43 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 25,900 | .34 |
| 44 | AMARILLO | 25,800 | .34 |
| 45 | MILWAUKEE | 23,300 | .30 |
| 46 | PROVIDENCE-NEW BEDFORD | 21,700 | .28 |
| 47 | CLEVELAND | 18,700 | .24 |
| 48 | WICHITA-HUTCHINSON | 17,700 | .23 |
| 49 | NEW ORLEANS | 17,200 | .22 |
| 49 | SPRINGFIELD, MA | 17,200 | .22 |
| 51 | KANSAS CITY | 17,000 | .22 |
| 51 | RENO | 17,000 | .22 |
| 53 | OKLAHOMA CITY | 16,600 | .22 |
| 54 | FT. MYERS-NAPLES | 15,800 | .21 |
| 55 | MINNEAPOLIS-ST. PAUL | 15,600 | .20 |
| 56 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 15,300 | .20 |
| 57 | RALEIGH-DURHAM | 15,200 | .20 |
| 58 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 14,600 | .19 |
| 59 | ABILENE-SWEETWATER | 13,100 | .17 |
| 60 | BALTIMORE | 12,300 | .16 |
| 60 | TOLEDO | 12,300 | .16 |
| 62 | BUFFALO | 11,900 | .16 |
| 63 | HARRISBURG-YORK-LANCASTER-LEBANON | 10,900 | .14 |
| 64 | TYLER-LONGVIEW-JACKSONVILLE | 10,700 | .14 |
| 65 | WICHITA FALLS-LAWTON | 10,600 | .14 |
| 66 | JACKSONVILLE | 10,300 | .13 |
| 66 | SAN ANGELO | 10,300 | .13 |
| 66 | SPOKANE | 10,300 | .13 |
| 69 | CHICO-REDDING | 10,100 | .13 |
| 69 | ROCHESTER, NY | 10,100 | .13 |
| 71 | BOISE | 9,800 | .13 |
| 72 | ST. LOUIS | 9,700 | .13 |
| 73 | FLINT-SAGINAW-BAY CITY | 9,000 | .12 |
| 74 | ALBANY-SCHENECTADY-TROY | 8,600 | .11 |
| 75 | GREENVILLE-NEW BERN-WASHINGTON | 7,600 | .10 |
| 75 | INDIANAPOLIS | 7,600 | .10 |
| 77 | SYRACUSE | 7,500 | .10 |
| 78 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 7,100 | .09 |
| 78 | IDAHO FALLS-POCATELLO | 7,100 | .09 |
| 78 | TULSA | 7,100 | .09 |
| 78 | VICTORIA | 7,100 | .09 |
| 82 | SHREVEPORT-TEXARKANA | 6,700 | .09 |
| 83 | LANSING | 6,600 | .09 |
| 84 | NASHVILLE | 6,400 | .08 |
| 85 | OMAHA | 6,300 | .08 |
| 86 | CHARLOTTE | 5,800 | .08 |
| 87 | MOBILE-PENSACOLA | 5,700 | .07 |
| 88 | COLUMBUS, OH | 5,600 | .07 |
| 89 | TOPEKA | 5,400 | .07 |
| 90 | SAVANNAH | 5,200 | .07 |
| 90 | TALLAHASSEE-THOMASVILLE | 5,200 | .07 |
| 92 | PITTSBURGH | 5,100 | .07 |
| 92 | SOUTH BEND-ELKHART | 5,100 | .07 |
| 94 | BEAUMONT-PORT ARTHUR | 4,900 | .06 |
| 95 | GREENVILLE-SPARTANBURG-ASHEVILLE | 4,600 | .06 |
| 95 | MEMPHIS | 4,600 | .06 |
| 97 | MEDFORD | 4,400 | .06 |
| 98 | EUGENE | 4,300 | .06 |
| 98 | GRAND JUNCTION-DURANGO | 4,300 | .06 |
| 98 | SPRINGFIELD-DECATUR-CHAMPAIGN | 4,300 | .06 |
| 101 | GAINESVILLE | 4,000 | .05 |
| 101 | GREENSBORO-WINSTON SALEM-HIGH POINT | 4,000 | .05 |
| 103 | RICHMOND | 3,900 | .05 |
| 103 | ROCKFORD | 3,900 | .05 |
| 105 | BURLINGTON-PLATTSBURGH | 3,800 | .05 |
| 105 | LOUISVILLE | 3,800 | .05 |
| 105 | WILKES BARRE-SCRANTON | 3,800 | .05 |
| 108 | COLUMBUS, GA | 3,700 | .05 |
| 108 | SPRINGFIELD, MO | 3,700 | .05 |
| 110 | DES MOINES | 3,600 | .05 |
| 111 | FLAGSTAFF | 3,500 | .05 |
| 112 | CHEYENNE-SCOTTSBLUFF (STERLING) | 3,400 | .04 |
| 113 | CINCINNATI | 3,300 | .04 |
| 113 | COLUMBIA, SC | 3,300 | .04 |
| 113 | FT. WAYNE | 3,300 | .04 |
| 113 | MADISON | 3,300 | .04 |
| 117 | ALBANY, GA | 3,200 | .04 |
| 118 | CHARLESTON, SC | 3,100 | .04 |
| 119 | BATON ROUGE | 3,000 | .04 |
| 119 | DAYTON | 3,000 | .04 |
| 119 | EUREKA | 3,000 | .04 |
| 122 | CHATTANOOGA | 2,900 | .04 |
| 122 | LINCOLN-HASTINGS-KEARNEY | 2,900 | .04 |
| 122 | LITTLE ROCK | 2,900 | .04 |
| 122 | ROANOKE-LYNCHBURG | 2,900 | .04 |
| 126 | PEORIA-BLOOMINGTON | 2,800 | .04 |
| 126 | WATERTOWN-CARTHAGE | 2,800 | .04 |
| 128 | GREEN BAY-APPLETON | 2,600 | .03 |
| 129 | ALEXANDRIA, LA | 2,300 | .03 |
| 129 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 2,300 | .03 |
| 129 | SIOUX CITY | 2,300 | .03 |
| 129 | UTICA | 2,300 | .03 |
| 133 | AUGUSTA | 2,200 | .03 |
| 134 | PORTLAND-POLAND SPRING | 2,100 | .03 |
| 134 | YOUNGSTOWN | 2,100 | .03 |
| 136 | BIRMINGHAM | 2,000 | .03 |
| 136 | FT. SMITH | 2,000 | .03 |
| 136 | LAFAYETTE, LA | 2,000 | .03 |
| 136 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 2,000 | .03 |
| 140 | HUNTSVILLE-DECATUR-FLORENCE | 1,900 | .02 |
| 140 | TWIN FALLS | 1,900 | .02 |
| 142 | FARGO | 1,800 | .02 |
| 142 | SARASOTA | 1,800 | .02 |
| 144 | BILLINGS-HARDIN | 1,700 | .02 |
| 144 | JOHNSTOWN-ALTOONA | 1,700 | .02 |
| 144 | LEXINGTON | 1,700 | .02 |
| 147 | RAPID CITY | 1,600 | .02 |
| 148 | BINGHAMTON | 1,500 | .02 |
| 148 | PANAMA CITY | 1,500 | .02 |
| 150 | BILOXI-GULFPORT-PASCAGOULA | 1,400 | .02 |
| 150 | CHARLESTON-HUNTINGTON | 1,400 | .02 |
| 150 | MACON | 1,400 | .02 |
| 150 | MONROE-EL DORADO | 1,400 | .02 |
| 154 | ERIE | 1,300 | .02 |
| 154 | TRAVERSE CITY-CADILLAC | 1,300 | .02 |
| 156 | EVANSVILLE | 1,200 | .02 |
| 157 | COLUMBIA-JEFFERSON CITY | 1,100 | .01 |
| 157 | ELMIRA | 1,100 | .01 |
| 157 | HARRISONBURG | 1,100 | .01 |
| 157 | KNOXVILLE | 1,100 | .01 |
| 157 | LAFAYETTE, IN | 1,100 | .01 |
| 157 | ROCHESTER-MASON CITY-AUSTIN | 1,100 | .01 |
| 157 | WILMINGTON | 1,100 | .01 |
| 164 | CASPER-RIVERTON | 1,000 | .01 |
| 164 | LA CROSSE-EAU CLAIRE | 1,000 | .01 |
| 166 | BANGOR | 900 | .01 |
| 166 | DOTHAN | 900 | .01 |
| 166 | JOPLIN-PITTSBURG | 900 | .01 |
| 166 | MONTGOMERY-SELMA | 900 | .01 |
| 166 | SALISBURY | 900 | .01 |
| 171 | ARDMORE-ADA | 800 | .01 |
| 171 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 800 | .01 |
| 171 | JACKSON, MS | 800 | .01 |
| 171 | LAKE CHARLES | 800 | .01 |
| 171 | TERRE HAUTE | 800 | .01 |
| 176 | ANNISTON | 700 | .01 |
| 176 | BUTTE | 700 | .01 |
| 176 | FLORENCE-MYRTLE BEACH | 700 | .01 |
| 176 | MISSOULA | 700 | .01 |
| 176 | QUINCY-HANNIBAL | 700 | .01 |
| 181 | CHARLOTTESVILLE | 600 | .01 |
| 181 | LAUREL-HATTIESBURG | 600 | .01 |
| 181 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 600 | .01 |
| 181 | ST. JOSEPH | 600 | .01 |
| 181 | WAUSAU-RHINELANDER | 600 | .01 |
| 186 | COLUMBUS-TUPELO | 500 | .01 |
| 186 | DULUTH-SUPERIOR | 500 | .01 |
| 186 | MARQUETTE | 500 | .01 |
| 189 | BEND | 400 | .01 |
| 189 | GREAT FALLS | 400 | .01 |
| 189 | LIMA | 400 | .01 |
| 189 | MANKATO | 400 | .01 |
| 189 | NORTH PLATTE | 400 | .01 |
| 189 | PARKERSBURG | 400 | .01 |
| 189 | SIOUX FALLS-MITCHELL | 400 | .01 |
| 189 | TUSCALOOSA | 400 | .01 |
| 197 | BLUEFIELD-BECKLEY-OAK HILL | 300 | - |
| 197 | CLARKSBURG-WESTON | 300 | - |
| 197 | HAGERSTOWN | 300 | - |
| 197 | PRESQUE ISLE | 300 | - |
| 201 | ALPENA | 200 | - |
| 201 | BOWLING GREEN | 200 | - |
| 201 | GREENWOOD-GREENVILLE | 200 | - |
| 201 | HELENA | 200 | - |
| 201 | JONESBORO | 200 | - |
| 201 | MERIDIAN | 200 | - |
| 201 | OTTUMWA-KIRKSVILLE | 200 | - |
| 201 | WHEELING-STEUBENVILLE | 200 | - |
| 201 | ZANESVILLE | 200 | - |
| 210 | JACKSON, TN | | |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL WOMEN TOTAL** US TOTAL 96,230,600

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 7,552,900 | 7.85 |
| 2 | LOS ANGELES | 5,376,400 | 5.59 |
| 3 | CHICAGO | 3,210,700 | 3.34 |
| 4 | PHILADELPHIA | 2,871,900 | 2.98 |
| 5 | BOSTON | 2,310,300 | 2.40 |
| 6 | SAN FRANCISCO-OAKLAND-SAN JOSE | 2,309,900 | 2.40 |
| 7 | WASHINGTON, DC | 1,899,500 | 1.97 |
| 8 | DETROIT | 1,815,300 | 1.89 |
| 9 | DALLAS-FT. WORTH | 1,767,300 | 1.84 |
| 10 | ATLANTA | 1,521,200 | 1.58 |
| 11 | CLEVELAND | 1,483,900 | 1.54 |
| 12 | HOUSTON | 1,460,000 | 1.52 |
| 13 | MINNEAPOLIS-ST. PAUL | 1,393,500 | 1.45 |
| 14 | MIAMI-FT. LAUDERDALE | 1,373,600 | 1.43 |
| 15 | SEATTLE-TACOMA | 1,347,800 | 1.40 |
| 16 | TAMPA-ST. PETERSBURG | 1,254,400 | 1.30 |
| 17 | PITTSBURGH | 1,204,900 | 1.25 |
| 18 | ST. LOUIS | 1,149,300 | 1.19 |
| 19 | SACRAMENTO-STOCKTON | 1,073,500 | 1.12 |
| 20 | BALTIMORE | 1,034,700 | 1.08 |
| 21 | PHOENIX | 1,016,300 | 1.06 |
| 22 | HARTFORD-NEW HAVEN | 987,400 | 1.03 |
| 23 | DENVER | 967,800 | 1.01 |
| 24 | SAN DIEGO | 952,200 | .99 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 941,700 | .98 |
| 26 | INDIANAPOLIS | 882,400 | .92 |
| 27 | PORTLAND, OR | 831,200 | .86 |
| 28 | MILWAUKEE | 794,500 | .83 |
| 29 | CINCINNATI | 787,300 | .82 |
| 30 | CHARLOTTE | 774,500 | .80 |
| 31 | KANSAS CITY | 773,000 | .80 |
| 32 | RALEIGH-DURHAM | 763,000 | .79 |
| 33 | NASHVILLE | 744,900 | .77 |
| 34 | COLUMBUS, OH | 709,700 | .74 |
| 35 | GREENVILLE-SPARTANBURG-ASHEVILLE | 691,100 | .72 |
| 36 | BUFFALO | 659,700 | .69 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 636,400 | .66 |
| 38 | MEMPHIS | 635,300 | .66 |
| 39 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 633,900 | .66 |
| 40 | SAN ANTONIO | 628,900 | .65 |
| 41 | NEW ORLEANS | 626,100 | .65 |
| 42 | PROVIDENCE-NEW BEDFORD | 620,500 | .64 |
| 43 | SALT LAKE CITY | 604,700 | .63 |
| 44 | HARRISBURG-YORK-LANCASTER-LEBANON | 570,900 | .59 |
| 45 | LOUISVILLE | 569,000 | .59 |
| 46 | OKLAHOMA CITY | 565,800 | .59 |
| 47 | WILKES BARRE-SCRANTON | 555,500 | .58 |
| 48 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 548,200 | .57 |
| 49 | GREENSBORO-WINSTON SALEM-HIGH POINT | 547,400 | .57 |
| 50 | BIRMINGHAM | 531,000 | .55 |
| 51 | ALBANY-SCHENECTADY-TROY | 527,200 | .55 |
| 52 | DAYTON | 515,700 | .54 |
| 53 | ALBUQUERQUE | 509,400 | .53 |
| 54 | CHARLESTON-HUNTINGTON | 484,500 | .50 |
| 55 | JACKSONVILLE | 478,600 | .50 |
| 56 | FRESNO-VISALIA | 472,000 | .49 |
| 57 | FLINT-SAGINAW-BAY CITY | 468,100 | .49 |
| 58 | LITTLE ROCK | 464,800 | .48 |
| 59 | RICHMOND | 463,900 | .48 |
| 60 | TULSA | 442,100 | .46 |
| 61 | KNOXVILLE | 439,400 | .46 |
| 62 | MOBILE-PENSACOLA | 425,900 | .44 |
| 63 | TOLEDO | 418,800 | .44 |
| 64 | ROANOKE-LYNCHBURG | 416,800 | .43 |
| 65 | WICHITA-HUTCHINSON | 414,400 | .43 |
| 66 | SYRACUSE | 408,400 | .42 |
| 67 | GREEN BAY-APPLETON | 387,800 | .40 |
| 68 | SHREVEPORT-TEXARKANA | 379,500 | .39 |
| 69 | PORTLAND-POLAND SPRING | 379,100 | .39 |
| 70 | ROCHESTER, NY | 377,200 | .39 |
| 71 | DES MOINES | 374,000 | .39 |
| 72 | AUSTIN, TX | 365,500 | .38 |
| 73 | LEXINGTON | 361,400 | .38 |
| 74 | OMAHA | 358,000 | .37 |
| 75 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 344,500 | .36 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 343,100 | .36 |
| 77 | SPRINGFIELD, MO | 326,500 | .34 |
| 78 | CHATTANOOGA | 320,400 | .33 |
| 79 | COLUMBIA, SC | 317,100 | .33 |
| 80 | JOHNSTOWN-ALTOONA | 316,900 | .33 |
| 81 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 310,600 | .32 |
| 82 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 310,400 | .32 |
| 83 | TUCSON | 308,400 | .32 |
| 84 | SOUTH BEND-ELKHART | 305,500 | .32 |
| 85 | SPOKANE | 304,400 | .32 |
| 86 | JACKSON, MS | 300,600 | .31 |
| 87 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 299,500 | .31 |
| 88 | LAS VEGAS | 298,700 | .31 |
| 89 | HUNTSVILLE-DECATUR-FLORENCE | 292,700 | .30 |
| 90 | YOUNGSTOWN | 283,200 | .29 |
| 91 | FT. MYERS-NAPLES | 277,400 | .29 |
| 92 | SPRINGFIELD, MA | 273,500 | .28 |
| 93 | EL PASO | 271,900 | .28 |
| 94 | MADISON | 268,800 | .28 |
| 95 | BATON ROUGE | 265,900 | .28 |
| 96 | EVANSVILLE | 265,700 | .28 |
| 97 | WACO-TEMPLE-BRYAN | 259,600 | .27 |
| 98 | BURLINGTON-PLATTSBURGH | 250,600 | .26 |
| 99 | SAVANNAH | 244,700 | .25 |
| 100 | MCALLEN-BROWNSVILLE: LRGV | 244,300 | .25 |
| 101 | LANSING | 239,400 | .25 |
| 102 | LINCOLN-HASTINGS-KEARNEY | 238,100 | .25 |
| 103 | FT. WAYNE | 237,400 | .25 |
| 104 | GREENVILLE-NEW BERN-WASHINGTON | 236,800 | .25 |
| 105 | COLORADO SPRINGS-PUEBLO | 235,300 | .24 |
| 106 | CHARLESTON, SC | 233,800 | .24 |
| 107 | PEORIA-BLOOMINGTON | 226,600 | .24 |
| 108 | MONTGOMERY-SELMA | 224,900 | .23 |
| 109 | SALINAS-MONTEREY | 224,800 | .23 |
| 110 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 222,900 | .23 |
| 111 | SIOUX FALLS-MITCHELL | 217,800 | .23 |
| 112 | AUGUSTA | 215,600 | .22 |
| 113 | FARGO | 212,400 | .22 |
| 114 | TALLAHASSEE-THOMASVILLE | 208,400 | .22 |
| 115 | TYLER-LONGVIEW-JACKSONVILLE | 207,900 | .22 |
| 116 | MACON | 195,400 | .20 |
| 117 | COLUMBUS, GA | 191,400 | .20 |
| 118 | EUGENE | 189,800 | .20 |
| 119 | LAFAYETTE, LA | 189,700 | .20 |
| 120 | FT. SMITH | 189,400 | .20 |
| 121 | RENO | 182,400 | .19 |
| 122 | TRAVERSE CITY-CADILLAC | 182,100 | .19 |
| 123 | COLUMBUS-TUPELO | 181,800 | .19 |
| 124 | MONROE-EL DORADO | 180,600 | .19 |
| 125 | LA CROSSE-EAU CLAIRE | 180,200 | .19 |
| 126 | CORPUS CHRISTI | 179,700 | .19 |
| 127 | DULUTH-SUPERIOR | 165,400 | .17 |
| 128 | BINGHAMTON | 165,300 | .17 |
| 129 | AMARILLO | 165,000 | .17 |
| 130 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 163,600 | .17 |
| 131 | WAUSAU-RHINELANDER | 163,200 | .17 |
| 132 | BEAUMONT-PORT ARTHUR | 163,100 | .17 |
| 133 | BAKERSFIELD | 162,600 | .17 |
| 134 | FLORENCE-MYRTLE BEACH | 161,900 | .17 |
| 135 | CHICO-REDDING | 160,900 | .17 |
| 136 | TERRE HAUTE | 160,900 | .17 |
| 137 | ERIE | 157,500 | .16 |
| 138 | ROCKFORD | 156,700 | .16 |
| 139 | SIOUX CITY | 154,800 | .16 |
| 140 | WICHITA FALLS-LAWTON | 153,500 | .16 |
| 141 | WILMINGTON | 153,400 | .16 |
| 142 | TOPEKA | 151,600 | .16 |
| 143 | WHEELING-STEUBENVILLE | 149,900 | .16 |
| 144 | BOISE | 147,600 | .15 |
| 145 | ALBANY, GA | 142,300 | .15 |
| 146 | BLUEFIELD-BECKLEY-OAK HILL | 142,200 | .15 |
| 147 | JOPLIN-PITTSBURG | 139,800 | .15 |
| 148 | COLUMBIA-JEFFERSON CITY | 138,600 | .14 |
| 149 | LUBBOCK | 138,600 | .14 |
| 150 | ODESSA-MIDLAND | 134,300 | .14 |
| 151 | ROCHESTER-MASON CITY-AUSTIN | 134,200 | .14 |
| 152 | MEDFORD | 130,800 | .14 |
| 153 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 130,200 | .14 |
| 154 | SARASOTA | 129,900 | .13 |
| 155 | BANGOR | 128,200 | .13 |
| 156 | QUINCY-HANNIBAL | 113,000 | .12 |
| 157 | UTICA | 110,800 | .12 |
| 158 | CLARKSBURG-WESTON | 110,700 | .12 |
| 159 | ABILENE-SWEETWATER | 110,200 | .11 |
| 160 | BILOXI-GULFPORT-PASCAGOULA | 109,600 | .11 |
| 161 | IDAHO FALLS-POCATELLO | 106,000 | .11 |
| 162 | LAUREL-HATTIESBURG | 101,000 | .10 |
| 163 | SALISBURY | 100,200 | .10 |
| 164 | PANAMA CITY | 98,000 | .10 |
| 165 | HARRISONBURG | 96,400 | .10 |
| 166 | DOTHAN | 91,700 | .10 |
| 167 | GAINESVILLE | 91,600 | .10 |
| 168 | PALM SPRINGS | 91,500 | .10 |
| 169 | WATERTOWN-CARTHAGE | 91,500 | .10 |
| 170 | ELMIRA | 89,300 | .09 |
| 171 | ALEXANDRIA, LA | 88,900 | .09 |
| 172 | LAKE CHARLES | 83,300 | .09 |
| 173 | GREENWOOD-GREENVILLE | 83,200 | .09 |
| 174 | BILLINGS-HARDIN | 83,100 | .09 |
| 175 | RAPID CITY | 82,700 | .09 |
| 176 | JONESBORO | 74,200 | .08 |
| 177 | EL CENTRO-YUMA | 72,500 | .08 |
| 178 | ARDMORE-ADA | 70,900 | .07 |
| 179 | MERIDIAN | 69,100 | .07 |
| 180 | MISSOULA | 69,000 | .07 |
| 181 | GRAND JUNCTION-DURANGO | 66,500 | .07 |
| 182 | GREAT FALLS | 60,800 | .06 |
| 183 | TUSCALOOSA | 60,800 | .06 |
| 184 | JACKSON, TN | 60,200 | .06 |
| 185 | PARKERSBURG | 56,500 | .06 |
| 186 | MARQUETTE | 55,500 | .06 |
| 187 | EUREKA | 51,800 | .05 |
| 188 | SAN ANGELO | 51,400 | .05 |
| 189 | ST. JOSEPH | 51,000 | .05 |
| 190 | LAFAYETTE, IN | 50,300 | .05 |
| 191 | LAREDO | 49,500 | .05 |
| 192 | BOWLING GREEN | 48,500 | .05 |
| 193 | HAGERSTOWN | 47,100 | .05 |
| 194 | BUTTE | 47,000 | .05 |
| 195 | ANNISTON | 45,800 | .05 |
| 196 | CHARLOTTESVILLE | 45,200 | .05 |
| 197 | LIMA | 40,500 | .04 |
| 198 | CHEYENNE-SCOTTSBLUFF (STERLING) | 40,300 | .04 |
| 199 | CASPER-RIVERTON | 38,300 | .04 |
| 200 | OTTUMWA-KIRKSVILLE | 35,100 | .04 |
| 201 | TWIN FALLS | 34,500 | .04 |
| 202 | FLAGSTAFF | 32,800 | .03 |
| 203 | ZANESVILLE | 32,100 | .03 |
| 204 | MANKATO | 32,000 | .03 |
| 205 | PRESQUE ISLE | 31,100 | .03 |
| 206 | BEND | 27,400 | .03 |
| 207 | VICTORIA | 26,900 | .03 |
| 208 | HELENA | 17,500 | .02 |
| 209 | NORTH PLATTE | 16,900 | .02 |
| 210 | ALPENA | 15,800 | .02 |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK WOMEN TOTAL** US TOTAL 10,899,100

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,209,600 | 11.10 |
| 2 | CHICAGO | 576,000 | 5.28 |
| 3 | PHILADELPHIA | 453,000 | 4.16 |
| 4 | WASHINGTON, DC | 438,700 | 4.03 |
| 5 | LOS ANGELES | 425,000 | 3.90 |
| 6 | DETROIT | 374,000 | 3.43 |
| 7 | ATLANTA | 347,300 | 3.19 |
| 8 | HOUSTON | 254,200 | 2.33 |
| 9 | BALTIMORE | 252,200 | 2.31 |
| 10 | DALLAS-FT. WORTH | 223,400 | 2.05 |
| 11 | MEMPHIS | 221,600 | 2.03 |
| 12 | RALEIGH-DURHAM | 219,300 | 2.01 |
| 13 | MIAMI-FT. LAUDERDALE | 208,500 | 1.91 |
| 14 | CLEVELAND | 187,400 | 1.72 |
| 15 | NEW ORLEANS | 186,700 | 1.71 |
| 16 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 185,500 | 1.70 |
| 17 | SAN FRANCISCO-OAKLAND-SAN JOSE | 181,100 | 1.66 |
| 18 | ST. LOUIS | 162,600 | 1.49 |
| 19 | CHARLOTTE | 136,500 | 1.25 |
| 20 | RICHMOND | 135,500 | 1.24 |
| 21 | JACKSON, MS | 124,600 | 1.14 |
| 22 | BIRMINGHAM | 121,700 | 1.12 |
| 23 | COLUMBIA, SC | 114,900 | 1.05 |
| 24 | SHREVEPORT-TEXARKANA | 101,700 | .93 |
| 25 | GREENSBORO-WINSTON SALEM-HIGH POINT | 97,000 | .89 |
| 26 | TAMPA-ST. PETERSBURG | 95,600 | .88 |
| 27 | GREENVILLE-SPARTANBURG-ASHEVILLE | 93,700 | .86 |
| 28 | JACKSONVILLE | 89,800 | .82 |
| 29 | MONTGOMERY-SELMA | 87,900 | .81 |
| 30 | BOSTON | 87,500 | .80 |
| 31 | MOBILE-PENSACOLA | 87,400 | .80 |
| 32 | ORLANDO-DAYTONA BEACH-MELBOURNE | 87,000 | .80 |
| 33 | NASHVILLE | 85,700 | .79 |
| 34 | BATON ROUGE | 84,300 | .77 |
| 35 | CINCINNATI | 77,800 | .71 |
| 36 | KANSAS CITY | 77,600 | .71 |
| 37 | CHARLESTON, SC | 77,000 | .71 |
| 38 | LITTLE ROCK | 76,700 | .70 |
| 39 | INDIANAPOLIS | 75,800 | .70 |
| 40 | MILWAUKEE | 75,500 | .69 |
| 41 | AUGUSTA | 75,300 | .69 |
| 42 | SAVANNAH | 73,400 | .67 |
| 43 | PITTSBURGH | 72,700 | .67 |
| 44 | HARTFORD-NEW HAVEN | 69,200 | .63 |
| 45 | COLUMBUS, GA | 68,700 | .63 |
| 46 | MACON | 68,200 | .63 |
| 47 | GREENVILLE-NEW BERN-WASHINGTON | 67,100 | .62 |
| 48 | COLUMBUS, OH | 63,300 | .58 |
| 49 | ROANOKE-LYNCHBURG | 60,300 | .55 |
| 49 | TALLAHASSEE-THOMASVILLE | 60,300 | .55 |
| 51 | MONROE-EL DORADO | 56,300 | .52 |
| 52 | LOUISVILLE | 54,200 | .50 |
| 53 | SACRAMENTO-STOCKTON | 51,900 | .48 |
| 54 | DAYTON | 51,500 | .47 |
| 55 | FLORENCE-MYRTLE BEACH | 51,300 | .47 |
| 56 | COLUMBUS-TUPELO | 50,700 | .47 |
| 57 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 50,200 | .46 |
| 58 | ALBANY, GA | 48,300 | .44 |
| 59 | BUFFALO | 48,000 | .44 |
| 60 | SAN DIEGO | 47,900 | .44 |
| 61 | LAFAYETTE, LA | 46,900 | .43 |
| 62 | GREENWOOD-GREENVILLE | 46,800 | .43 |
| 63 | FLINT-SAGINAW-BAY CITY | 44,300 | .41 |
| 64 | SEATTLE-TACOMA | 41,200 | .38 |
| 65 | OKLAHOMA CITY | 40,700 | .37 |
| 66 | WACO-TEMPLE-BRYAN | 37,800 | .35 |
| 67 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 37,000 | .34 |
| 68 | TYLER-LONGVIEW-JACKSONVILLE | 36,500 | .33 |
| 69 | WILMINGTON | 35,900 | .33 |
| 70 | SAN ANTONIO | 35,100 | .32 |
| 71 | HUNTSVILLE-DECATUR-FLORENCE | 34,800 | .32 |
| 72 | BEAUMONT-PORT ARTHUR | 34,600 | .32 |
| 73 | DENVER | 34,000 | .31 |
| 74 | ROCHESTER, NY | 31,800 | .29 |
| 75 | AUSTIN, TX | 29,500 | .27 |
| 76 | TULSA | 29,100 | .27 |
| 77 | MINNEAPOLIS-ST. PAUL | 28,600 | .26 |
| 78 | LAUREL-HATTIESBURG | 27,500 | .25 |
| 79 | TOLEDO | 27,000 | .25 |
| 80 | CHATTANOOGA | 26,800 | .25 |
| 81 | PHOENIX | 25,500 | .23 |
| 82 | LAS VEGAS | 24,400 | .22 |
| 83 | MERIDIAN | 24,200 | .22 |
| 84 | YOUNGSTOWN | 22,800 | .21 |
| 85 | HARRISBURG-YORK-LANCASTER-LEBANON | 21,300 | .20 |
| 85 | SOUTH BEND-ELKHART | 21,300 | .20 |
| 87 | ALEXANDRIA, LA | 20,700 | .19 |
| 88 | LEXINGTON | 20,400 | .19 |
| 89 | BILOXI-GULFPORT-PASCAGOULA | 20,300 | .19 |
| 90 | SPRINGFIELD-DECATUR-CHAMPAIGN | 19,400 | .18 |
| 91 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 19,300 | .18 |
| 92 | SALISBURY | 19,100 | .18 |
| 93 | OMAHA | 17,900 | .16 |
| 94 | FRESNO-VISALIA | 17,800 | .16 |
| 94 | KNOXVILLE | 17,800 | .16 |
| 96 | DOTHAN | 17,600 | .16 |
| 97 | LAKE CHARLES | 16,500 | .15 |
| 98 | ALBANY-SCHENECTADY-TROY | 16,200 | .15 |
| 99 | SYRACUSE | 15,700 | .14 |
| 100 | TUSCALOOSA | 15,300 | .14 |
| 101 | WICHITA-HUTCHINSON | 14,500 | .13 |
| 102 | GAINESVILLE | 14,400 | .13 |
| 102 | PROVIDENCE-NEW BEDFORD | 14,400 | .13 |
| 104 | LANSING | 14,300 | .13 |
| 105 | PORTLAND, OR | 13,600 | .12 |
| 106 | SPRINGFIELD, MA | 13,000 | .12 |
| 107 | FT. MYERS-NAPLES | 12,200 | .11 |
| 108 | PANAMA CITY | 12,100 | .11 |
| 109 | WICHITA FALLS-LAWTON | 11,700 | .11 |
| 110 | JACKSON, TN | 11,500 | .11 |
| 111 | PEORIA-BLOOMINGTON | 10,800 | .10 |
| 112 | FT. WAYNE | 10,600 | .10 |
| 113 | CHARLESTON-HUNTINGTON | 10,500 | .10 |
| 114 | EVANSVILLE | 10,000 | .09 |
| 115 | COLORADO SPRINGS-PUEBLO | 9,300 | .09 |
| 116 | ROCKFORD | 9,100 | .08 |
| 117 | BLUEFIELD-BECKLEY-OAK HILL | 8,500 | .08 |
| 118 | TOPEKA | 8,400 | .08 |
| 119 | ANNISTON | 8,100 | .07 |
| 120 | BAKERSFIELD | 8,000 | .07 |
| 121 | LUBBOCK | 7,700 | .07 |
| 121 | TUCSON | 7,700 | .07 |
| 123 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 7,600 | .07 |
| 124 | ALBUQUERQUE | 7,000 | .06 |
| 125 | SALINAS-MONTEREY | 6,700 | .06 |
| 126 | EL PASO | 6,600 | .06 |
| 127 | COLUMBIA-JEFFERSON CITY | 6,400 | .06 |
| 128 | CHARLOTTESVILLE | 6,300 | .06 |
| 129 | DES MOINES | 6,100 | .06 |
| 130 | ODESSA-MIDLAND | 5,600 | .05 |
| 131 | CORPUS CHRISTI | 5,500 | .05 |
| 132 | AMARILLO | 5,400 | .05 |
| 133 | MADISON | 5,300 | .05 |
| 134 | ERIE | 5,100 | .05 |
| 135 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 4,600 | .04 |
| 136 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 4,500 | .04 |
| 137 | SARASOTA | 4,400 | .04 |
| 138 | ABILENE-SWEETWATER | 4,200 | .04 |
| 139 | HARRISONBURG | 3,900 | .04 |
| 140 | LIMA | 3,800 | .03 |
| 141 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 3,600 | .03 |
| 142 | FT. SMITH | 3,500 | .03 |
| 143 | WHEELING-STEUBENVILLE | 3,200 | .03 |
| 144 | UTICA | 3,100 | .03 |
| 144 | WILKES BARRE-SCRANTON | 3,100 | .03 |
| 146 | ARDMORE-ADA | 2,900 | .03 |
| 147 | JOHNSTOWN-ALTOONA | 2,800 | .03 |
| 147 | SALT LAKE CITY | 2,800 | .03 |
| 149 | BOWLING GREEN | 2,600 | .02 |
| 150 | SPRINGFIELD, MO | 2,500 | .02 |
| 151 | JONESBORO | 2,400 | .02 |
| 152 | RENO | 2,300 | .02 |
| 152 | TERRE HAUTE | 2,300 | .02 |
| 154 | QUINCY-HANNIBAL | 2,200 | .02 |
| 155 | PALM SPRINGS | 2,100 | .02 |
| 156 | BINGHAMTON | 1,700 | .02 |
| 156 | VICTORIA | 1,700 | .02 |
| 158 | EL CENTRO-YUMA | 1,600 | .01 |
| 158 | ELMIRA | 1,600 | .01 |
| 158 | SPOKANE | 1,600 | .01 |
| 158 | WATERTOWN-CARTHAGE | 1,600 | .01 |
| 162 | JOPLIN-PITTSBURG | 1,500 | .01 |
| 163 | LINCOLN-HASTINGS-KEARNEY | 1,400 | .01 |
| 163 | SAN ANGELO | 1,400 | .01 |
| 163 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 1,400 | .01 |
| 166 | HAGERSTOWN | 1,200 | .01 |
| 166 | ZANESVILLE | 1,200 | .01 |
| 168 | CHICO-REDDING | 1,000 | .01 |
| 168 | CLARKSBURG-WESTON | 1,000 | .01 |
| 168 | LAFAYETTE, IN | 1,000 | .01 |
| 168 | PORTLAND-POLAND SPRING | 1,000 | .01 |
| 168 | ST. JOSEPH | 1,000 | .01 |
| 173 | TRAVERSE CITY-CADILLAC | 900 | .01 |
| 174 | BURLINGTON-PLATTSBURGH | 800 | .01 |
| 175 | EUGENE | 700 | .01 |
| 176 | CHEYENNE-SCOTTSBLUFF (STERLING) | 600 | .01 |
| 176 | SIOUX CITY | 600 | .01 |
| 178 | FLAGSTAFF | 500 | - |
| 178 | PARKERSBURG | 500 | - |
| 180 | BOISE | 400 | - |
| 180 | FARGO | 400 | - |
| 180 | MCALLEN-BROWNSVILLE: LRGV | 400 | - |
| 180 | MEDFORD | 400 | - |
| 180 | RAPID CITY | 400 | - |
| 185 | GREEN BAY-APPLETON | 300 | - |
| 185 | MARQUETTE | 300 | - |
| 185 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 300 | - |
| 185 | ROCHESTER-MASON CITY-AUSTIN | 300 | - |
| 189 | DULUTH-SUPERIOR | 200 | - |
| 189 | EUREKA | 200 | - |
| 189 | GREAT FALLS | 200 | - |
| 189 | IDAHO FALLS-POCATELLO | 200 | - |
| 189 | LA CROSSE-EAU CLAIRE | 200 | - |
| 189 | OTTUMWA-KIRKSVILLE | 200 | - |
| 189 | PRESQUE ISLE | 200 | - |
| 189 | SIOUX FALLS-MITCHELL | 200 | - |
| 197 | BANGOR | 100 | - |
| 197 | BILLINGS-HARDIN | 100 | - |
| 197 | CASPER-RIVERTON | 100 | - |
| 197 | GRAND JUNCTION-DURANGO | 100 | - |
| 197 | MANKATO | 100 | - |
| 202 | ALPENA | | |
| 202 | BEND | | |
| 202 | BUTTE | | |
| 202 | HELENA | | |
| 202 | LAREDO | | |
| 202 | MISSOULA | | |
| 202 | NORTH PLATTE | | |
| 202 | TWIN FALLS | | |
| 202 | WAUSAU-RHINELANDER | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC WOMEN TOTAL

US TOTAL 7,470,800

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,514,700 | 20.27 |
| 2 | NEW YORK | 1,062,600 | 14.22 |
| 3 | MIAMI-FT. LAUDERDALE | 468,100 | 6.27 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 303,300 | 4.06 |
| 5 | SAN ANTONIO | 278,600 | 3.73 |
| 6 | CHICAGO | 275,700 | 3.69 |
| 7 | HOUSTON | 254,600 | 3.41 |
| 8 | MCALLEN-BROWNSVILLE: LRGV | 200,100 | 2.68 |
| 9 | EL PASO | 179,400 | 2.40 |
| 10 | DALLAS-FT. WORTH | 170,500 | 2.28 |
| 11 | SAN DIEGO | 170,200 | 2.28 |
| 12 | ALBUQUERQUE | 169,200 | 2.26 |
| 13 | FRESNO-VISALIA | 139,100 | 1.86 |
| 14 | PHOENIX | 132,200 | 1.77 |
| 15 | SACRAMENTO-STOCKTON | 130,600 | 1.75 |
| 16 | PHILADELPHIA | 96,400 | 1.29 |
| 17 | DENVER | 95,700 | 1.28 |
| 18 | CORPUS CHRISTI | 93,000 | 1.24 |
| 19 | WASHINGTON, DC | 90,300 | 1.21 |
| 20 | BOSTON | 81,800 | 1.09 |
| 21 | TUCSON | 73,800 | .99 |
| 22 | TAMPA-ST. PETERSBURG | 67,200 | .90 |
| 23 | AUSTIN, TX | 63,100 | .84 |
| 24 | SALINAS-MONTEREY | 54,200 | .73 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 53,300 | .71 |
| 26 | HARTFORD-NEW HAVEN | 49,100 | .66 |
| 27 | LAREDO | 46,300 | .62 |
| 28 | BAKERSFIELD | 41,000 | .55 |
| 29 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 38,300 | .51 |
| 30 | ODESSA-MIDLAND | 38,200 | .51 |
| 31 | EL CENTRO-YUMA | 36,200 | .48 |
| 32 | COLORADO SPRINGS-PUEBLO | 34,700 | .46 |
| 33 | SEATTLE-TACOMA | 34,100 | .46 |
| 34 | LUBBOCK | 32,500 | .44 |
| 35 | DETROIT | 30,600 | .41 |
| 36 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 30,200 | .40 |
| 37 | PALM SPRINGS | 28,900 | .39 |
| 38 | LAS VEGAS | 28,800 | .39 |
| 39 | SALT LAKE CITY | 27,900 | .37 |
| 40 | WACO-TEMPLE-BRYAN | 26,400 | .35 |
| 41 | AMARILLO | 24,000 | .32 |
| 42 | PORTLAND, OR | 23,700 | .32 |
| 43 | ATLANTA | 23,500 | .31 |
| 44 | NEW ORLEANS | 22,600 | .30 |
| 45 | PROVIDENCE-NEW BEDFORD | 21,100 | .28 |
| 46 | MILWAUKEE | 21,000 | .28 |
| 47 | CLEVELAND | 20,400 | .27 |
| 48 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 19,300 | .26 |
| 49 | SPRINGFIELD, MA | 17,000 | .23 |
| 50 | KANSAS CITY | 16,500 | .22 |
| 51 | WICHITA-HUTCHINSON | 14,200 | .19 |
| 52 | FT. MYERS-NAPLES | 14,000 | .19 |
| 53 | OKLAHOMA CITY | 13,700 | .18 |
| 54 | MINNEAPOLIS-ST. PAUL | 13,300 | .18 |
| 55 | ABILENE-SWEETWATER | 13,100 | .18 |
| 56 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 12,800 | .17 |
| 57 | RENO | 12,400 | .17 |
| 58 | TOLEDO | 12,300 | .16 |
| 59 | SAN ANGELO | 11,700 | .16 |
| 60 | BALTIMORE | 11,600 | .16 |
| 61 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 11,300 | .15 |
| 62 | BUFFALO | 10,300 | .14 |
| 63 | HARRISBURG-YORK-LANCASTER-LEBANON | 10,200 | .14 |
| 64 | FLINT-SAGINAW-BAY CITY | 10,100 | .14 |
| 64 | ROCHESTER, NY | 10,100 | .14 |
| 66 | JACKSONVILLE | 10,000 | .13 |
| 67 | ST. LOUIS | 9,400 | .13 |
| 68 | RALEIGH-DURHAM | 9,300 | .12 |
| 69 | CHICO-REDDING | 8,800 | .12 |
| 70 | WICHITA FALLS-LAWTON | 8,700 | .12 |
| 71 | VICTORIA | 8,300 | .11 |
| 72 | SPOKANE | 8,100 | .11 |
| 73 | BOISE | 7,800 | .10 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 7,200 | .10 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 7,100 | .10 |
| 76 | ALBANY-SCHENECTADY-TROY | 6,800 | .09 |
| 76 | INDIANAPOLIS | 6,800 | .09 |
| 78 | TULSA | 6,400 | .09 |
| 79 | LANSING | 6,200 | .08 |
| 79 | PITTSBURGH | 6,200 | .08 |
| 81 | MOBILE-PENSACOLA | 5,400 | .07 |
| 82 | BEAUMONT-PORT ARTHUR | 5,300 | .07 |
| 82 | OMAHA | 5,300 | .07 |
| 84 | GRAND JUNCTION-DURANGO | 5,200 | .07 |
| 85 | CHARLOTTE | 5,100 | .07 |
| 86 | IDAHO FALLS-POCATELLO | 4,900 | .07 |
| 86 | SYRACUSE | 4,900 | .07 |
| 88 | NASHVILLE | 4,600 | .06 |
| 89 | SHREVEPORT-TEXARKANA | 4,500 | .06 |
| 89 | TOPEKA | 4,500 | .06 |
| 91 | COLUMBUS, OH | 4,400 | .06 |
| 92 | SOUTH BEND-ELKHART | 4,200 | .06 |
| 93 | MEDFORD | 4,100 | .05 |
| 94 | CHEYENNE-SCOTTSBLUFF (STERLING) | 4,000 | .05 |
| 95 | EUGENE | 3,700 | .05 |
| 96 | GREENVILLE-SPARTANBURG-ASHEVILLE | 3,500 | .05 |
| 97 | BATON ROUGE | 3,400 | .05 |
| 97 | ROCKFORD | 3,400 | .05 |
| 99 | FLAGSTAFF | 3,300 | .04 |
| 100 | DAYTON | 3,200 | .04 |
| 100 | GREENVILLE-NEW BERN-WASHINGTON | 3,200 | .04 |
| 100 | MEMPHIS | 3,200 | .04 |
| 100 | RICHMOND | 3,200 | .04 |
| 104 | CINCINNATI | 3,100 | .04 |
| 104 | FT. WAYNE | 3,100 | .04 |
| 104 | TALLAHASSEE-THOMASVILLE | 3,100 | .04 |
| 104 | WILKES BARRE-SCRANTON | 3,100 | .04 |
| 108 | DES MOINES | 3,000 | .04 |
| 109 | GAINESVILLE | 2,900 | .04 |
| 109 | GREENSBORO-WINSTON SALEM-HIGH POINT | 2,900 | .04 |
| 109 | SAVANNAH | 2,900 | .04 |
| 112 | LOUISVILLE | 2,800 | .04 |
| 112 | SPRINGFIELD-DECATUR-CHAMPAIGN | 2,800 | .04 |
| 114 | COLUMBIA, SC | 2,700 | .04 |
| 114 | YOUNGSTOWN | 2,700 | .04 |
| 116 | LINCOLN-HASTINGS-KEARNEY | 2,500 | .03 |
| 117 | COLUMBUS, GA | 2,400 | .03 |
| 118 | CHARLESTON, SC | 2,300 | .03 |
| 118 | LITTLE ROCK | 2,300 | .03 |
| 118 | MADISON | 2,300 | .03 |
| 118 | SARASOTA | 2,300 | .03 |
| 118 | SPRINGFIELD, MO | 2,300 | .03 |
| 123 | LAFAYETTE, LA | 2,200 | .03 |
| 124 | PEORIA-BLOOMINGTON | 2,100 | .03 |
| 125 | EUREKA | 2,000 | .03 |
| 125 | GREEN BAY-APPLETON | 2,000 | .03 |
| 127 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,800 | .02 |
| 127 | CHATTANOOGA | 1,800 | .02 |
| 127 | ROANOKE-LYNCHBURG | 1,800 | .02 |
| 130 | AUGUSTA | 1,700 | .02 |
| 130 | BIRMINGHAM | 1,700 | .02 |
| 130 | HUNTSVILLE-DECATUR-FLORENCE | 1,700 | .02 |
| 130 | PORTLAND-POLAND SPRING | 1,700 | .02 |
| 134 | ALEXANDRIA, LA | 1,600 | .02 |
| 134 | BILLINGS-HARDIN | 1,600 | .02 |
| 134 | FT. SMITH | 1,600 | .02 |
| 137 | BURLINGTON-PLATTSBURGH | 1,500 | .02 |
| 137 | LEXINGTON | 1,500 | .02 |
| 139 | BILOXI-GULFPORT-PASCAGOULA | 1,400 | .02 |
| 139 | BINGHAMTON | 1,400 | .02 |
| 141 | RAPID CITY | 1,300 | .02 |
| 141 | TWIN FALLS | 1,300 | .02 |
| 141 | UTICA | 1,300 | .02 |
| 144 | FARGO | 1,200 | .02 |
| 144 | JOHNSTOWN-ALTOONA | 1,200 | .02 |
| 144 | PANAMA CITY | 1,200 | .02 |
| 144 | SIOUX CITY | 1,200 | .02 |
| 148 | ALBANY, GA | 1,100 | .01 |
| 148 | CASPER-RIVERTON | 1,100 | .01 |
| 148 | JOPLIN-PITTSBURG | 1,100 | .01 |
| 148 | KNOXVILLE | 1,100 | .01 |
| 148 | MACON | 1,100 | .01 |
| 148 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 1,100 | .01 |
| 148 | ROCHESTER-MASON CITY-AUSTIN | 1,100 | .01 |
| 155 | ERIE | 1,000 | .01 |
| 156 | CHARLESTON-HUNTINGTON | 900 | .01 |
| 156 | MONROE-EL DORADO | 900 | .01 |
| 156 | WATERTOWN-CARTHAGE | 900 | .01 |
| 159 | COLUMBIA-JEFFERSON CITY | 800 | .01 |
| 159 | EVANSVILLE | 800 | .01 |
| 159 | JACKSON, MS | 800 | .01 |
| 162 | DOTHAN | 700 | .01 |
| 162 | LAFAYETTE, IN | 700 | .01 |
| 162 | LAKE CHARLES | 700 | .01 |
| 162 | MISSOULA | 700 | .01 |
| 162 | MONTGOMERY-SELMA | 700 | .01 |
| 162 | SALISBURY | 700 | .01 |
| 162 | TRAVERSE CITY-CADILLAC | 700 | .01 |
| 162 | WILMINGTON | 700 | .01 |
| 170 | ARDMORE-ADA | 600 | .01 |
| 170 | BANGOR | 600 | .01 |
| 170 | HARRISONBURG | 600 | .01 |
| 170 | LA CROSSE-EAU CLAIRE | 600 | .01 |
| 170 | NORTH PLATTE | 600 | .01 |
| 170 | ST. JOSEPH | 600 | .01 |
| 176 | BEND | 500 | .01 |
| 176 | BLUEFIELD-BECKLEY-OAK HILL | 500 | .01 |
| 176 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 500 | .01 |
| 176 | BUTTE | 500 | .01 |
| 176 | CHARLOTTESVILLE | 500 | .01 |
| 176 | COLUMBUS-TUPELO | 500 | .01 |
| 176 | FLORENCE-MYRTLE BEACH | 500 | .01 |
| 176 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 500 | .01 |
| 176 | QUINCY-HANNIBAL | 500 | .01 |
| 185 | ANNISTON | 400 | .01 |
| 185 | CLARKSBURG-WESTON | 400 | .01 |
| 185 | ELMIRA | 400 | .01 |
| 185 | GREAT FALLS | 400 | .01 |
| 185 | LAUREL-HATTIESBURG | 400 | .01 |
| 185 | LIMA | 400 | .01 |
| 185 | TERRE HAUTE | 400 | .01 |
| 185 | WAUSAU-RHINELANDER | 400 | .01 |
| 185 | WHEELING-STEUBENVILLE | 400 | .01 |
| 194 | DULUTH-SUPERIOR | 300 | - |
| 194 | MANKATO | 300 | - |
| 194 | MARQUETTE | 300 | - |
| 194 | SIOUX FALLS-MITCHELL | 300 | - |
| 194 | TUSCALOOSA | 300 | - |
| 199 | BOWLING GREEN | 200 | - |
| 199 | GREENWOOD-GREENVILLE | 200 | - |
| 199 | HAGERSTOWN | 200 | - |
| 199 | HELENA | 200 | - |
| 199 | JONESBORO | 200 | - |
| 199 | MERIDIAN | 200 | - |
| 199 | PARKERSBURG | 200 | - |
| 199 | PRESQUE ISLE | 200 | - |
| 207 | ALPENA | 100 | - |
| 207 | JACKSON, TN | 100 | - |
| 207 | OTTUMWA-KIRKSVILLE | 100 | - |
| 207 | ZANESVILLE | 100 | - |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL WOMEN 18-49** US TOTAL 60,429,100

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US | ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|---|---|---|---|
| 1 | NEW YORK | 4,657,400 | 7.71 | 106 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 142,100 | .24 |
| 2 | LOS ANGELES | 3,651,200 | 6.04 | 107 | AUGUSTA | 139,300 | .23 |
| 3 | CHICAGO | 2,063,800 | 3.42 | 108 | PEORIA-BLOOMINGTON | 137,900 | .23 |
| 4 | PHILADELPHIA | 1,751,400 | 2.90 | 109 | TALLAHASSEE-THOMASVILLE | 137,500 | .23 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 1,526,800 | 2.53 | 110 | LINCOLN-HASTINGS-KEARNEY | 137,100 | .23 |
| 6 | BOSTON | 1,470,100 | 2.43 | 111 | MONTGOMERY-SELMA | 134,900 | .22 |
| 7 | WASHINGTON, DC | 1,323,800 | 2.19 | 112 | FT. MYERS-NAPLES | 125,900 | .21 |
| 8 | DALLAS-FT. WORTH | 1,215,300 | 2.01 | 113 | FARGO | 125,500 | .21 |
| 9 | DETROIT | 1,168,400 | 1.93 | 114 | MACON | 122,500 | .20 |
| 10 | ATLANTA | 1,058,800 | 1.75 | 115 | LAFAYETTE, LA | 121,800 | .20 |
| 11 | HOUSTON | 1,035,500 | 1.71 | 116 | SIOUX FALLS-MITCHELL | 121,300 | .20 |
| 12 | MINNEAPOLIS-ST. PAUL | 913,100 | 1.51 | 117 | COLUMBUS, GA | 121,100 | .20 |
| 13 | CLEVELAND | 891,400 | 1.48 | 117 | TYLER-LONGVIEW-JACKSONVILLE | 121,100 | .20 |
| 14 | SEATTLE-TACOMA | 890,000 | 1.47 | 119 | EUGENE | 119,100 | .20 |
| 15 | MIAMI-FT. LAUDERDALE | 788,100 | 1.30 | 120 | RENO | 118,900 | .20 |
| 16 | SACRAMENTO-STOCKTON | 701,700 | 1.16 | 121 | CORPUS CHRISTI | 114,000 | .19 |
| 17 | ST. LOUIS | 696,300 | 1.15 | 122 | FT. SMITH | 112,600 | .19 |
| 18 | PITTSBURGH | 673,200 | 1.11 | 123 | LA CROSSE-EAU CLAIRE | 109,500 | .18 |
| 19 | DENVER | 669,800 | 1.11 | 124 | BAKERSFIELD | 109,400 | .18 |
| 20 | BALTIMORE | 666,100 | 1.10 | 125 | COLUMBUS-TUPELO | 108,600 | .18 |
| 21 | SAN DIEGO | 639,300 | 1.06 | 126 | MONROE-EL DORADO | 107,700 | .18 |
| 22 | TAMPA-ST. PETERSBURG | 634,900 | 1.05 | 127 | TRAVERSE CITY-CADILLAC | 103,500 | .17 |
| 23 | PHOENIX | 633,400 | 1.05 | 128 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 102,200 | .17 |
| 24 | HARTFORD-NEW HAVEN | 613,600 | 1.02 | 129 | FLORENCE-MYRTLE BEACH | 100,400 | .17 |
| 25 | INDIANAPOLIS | 559,400 | .93 | 130 | AMARILLO | 98,400 | .16 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 543,100 | .90 | 131 | BINGHAMTON | 97,800 | .16 |
| 27 | PORTLAND, OR | 525,400 | .87 | 132 | ROCKFORD | 95,400 | .16 |
| 28 | RALEIGH-DURHAM | 505,500 | .84 | 133 | WAUSAU-RHINELANDER | 95,300 | .16 |
| 29 | MILWAUKEE | 495,300 | .82 | 134 | TOPEKA | 94,900 | .16 |
| 30 | CINCINNATI | 494,000 | .82 | 135 | BEAUMONT-PORT ARTHUR | 94,800 | .16 |
| 31 | CHARLOTTE | 492,500 | .82 | 136 | CHICO-REDDING | 94,200 | .16 |
| 32 | KANSAS CITY | 488,500 | .81 | 137 | BOISE | 94,000 | .16 |
| 33 | NASHVILLE | 468,700 | .78 | 138 | ERIE | 93,800 | .16 |
| 34 | COLUMBUS, OH | 465,500 | .77 | 138 | WILMINGTON | 93,800 | .16 |
| 35 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 426,100 | .71 | 140 | DULUTH-SUPERIOR | 90,500 | .15 |
| 36 | SALT LAKE CITY | 416,900 | .69 | 141 | WICHITA FALLS-LAWTON | 89,600 | .15 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 409,700 | .68 | 142 | LUBBOCK | 88,500 | .15 |
| 38 | GREENVILLE-SPARTANBURG-ASHEVILLE | 407,800 | .67 | 143 | TERRE HAUTE | 88,300 | .15 |
| 39 | NEW ORLEANS | 407,300 | .67 | 144 | ALBANY, GA | 87,700 | .15 |
| 40 | SAN ANTONIO | 405,300 | .67 | 145 | COLUMBIA-JEFFERSON CITY | 86,800 | .14 |
| 41 | MEMPHIS | 402,500 | .67 | 146 | ODESSA-MIDLAND | 86,000 | .14 |
| 42 | BUFFALO | 385,200 | .64 | 147 | SIOUX CITY | 84,900 | .14 |
| 43 | PROVIDENCE-NEW BEDFORD | 373,500 | .62 | 148 | WHEELING-STEUBENVILLE | 81,100 | .13 |
| 44 | LOUISVILLE | 351,800 | .58 | 149 | BLUEFIELD-BECKLEY-OAK HILL | 79,800 | .13 |
| 45 | HARRISBURG-YORK-LANCASTER-LEBANON | 349,500 | .58 | 150 | BANGOR | 78,700 | .13 |
| 46 | OKLAHOMA CITY | 348,400 | .58 | 151 | JOPLIN-PITTSBURG | 76,200 | .13 |
| 47 | GREENSBORO-WINSTON SALEM-HIGH POINT | 337,700 | .56 | 152 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 75,700 | .13 |
| 48 | ALBUQUERQUE | 332,300 | .55 | 153 | ROCHESTER-MASON CITY-AUSTIN | 75,600 | .13 |
| 49 | BIRMINGHAM | 318,200 | .53 | 154 | MEDFORD | 73,100 | .12 |
| 50 | ALBANY-SCHENECTADY-TROY | 316,600 | .52 | 155 | BILOXI-GULFPORT-PASCAGOULA | 70,900 | .12 |
| 51 | DAYTON | 315,900 | .52 | 156 | IDAHO FALLS-POCATELLO | 69,900 | .12 |
| 52 | FRESNO-VISALIA | 309,800 | .51 | 157 | UTICA | 64,200 | .11 |
| 53 | JACKSONVILLE | 306,900 | .51 | 158 | GAINESVILLE | 63,200 | .10 |
| 54 | WILKES BARRE-SCRANTON | 299,200 | .50 | 159 | LAUREL-HATTIESBURG | 61,900 | .10 |
| 55 | RICHMOND | 295,200 | .49 | 160 | QUINCY-HANNIBAL | 61,600 | .10 |
| 56 | FLINT-SAGINAW-BAY CITY | 294,200 | .49 | 161 | ABILENE-SWEETWATER | 61,300 | .10 |
| 57 | CHARLESTON-HUNTINGTON | 289,600 | .48 | 162 | CLARKSBURG-WESTON | 60,900 | .10 |
| 58 | LITTLE ROCK | 276,400 | .46 | 163 | HARRISONBURG | 59,100 | .10 |
| 59 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 266,300 | .44 | 164 | PALM SPRINGS | 59,000 | .10 |
| 60 | MOBILE-PENSACOLA | 266,200 | .44 | 165 | WATERTOWN-CARTHAGE | 57,600 | .10 |
| 61 | KNOXVILLE | 264,900 | .44 | 166 | SALISBURY | 57,500 | .10 |
| 62 | TULSA | 264,300 | .44 | 167 | PANAMA CITY | 57,100 | .09 |
| 63 | AUSTIN, TX | 259,600 | .43 | 168 | ALEXANDRIA, LA | 56,700 | .09 |
| 64 | TOLEDO | 259,500 | .43 | 169 | DOTHAN | 55,100 | .09 |
| 65 | SYRACUSE | 259,200 | .43 | 170 | LAKE CHARLES | 52,200 | .09 |
| 66 | ROANOKE-LYNCHBURG | 247,900 | .41 | 171 | ELMIRA | 51,600 | .09 |
| 67 | ROCHESTER, NY | 241,600 | .40 | 172 | RAPID CITY | 51,400 | .09 |
| 68 | WICHITA-HUTCHINSON | 240,700 | .40 | 173 | SARASOTA | 51,100 | .08 |
| 69 | GREEN BAY-APPLETON | 234,500 | .39 | 174 | BILLINGS-HARDIN | 50,500 | .08 |
| 70 | PORTLAND-POLAND SPRING | 234,100 | .39 | 175 | GREENWOOD-GREENVILLE | 50,100 | .08 |
| 71 | LEXINGTON | 232,800 | .39 | 176 | EL CENTRO-YUMA | 45,700 | .08 |
| 72 | SHREVEPORT-TEXARKANA | 219,300 | .36 | 177 | MISSOULA | 43,500 | .07 |
| 73 | OMAHA | 218,600 | .36 | 178 | JONESBORO | 41,700 | .07 |
| 74 | DES MOINES | 218,400 | .36 | 179 | MERIDIAN | 40,300 | .07 |
| 75 | COLUMBIA, SC | 210,600 | .35 | 180 | TUSCALOOSA | 40,200 | .07 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 207,400 | .34 | 181 | GRAND JUNCTION-DURANGO | 39,700 | .07 |
| 77 | LAS VEGAS | 196,300 | .32 | 182 | ARDMORE-ADA | 38,000 | .06 |
| 78 | CHATTANOOGA | 194,700 | .32 | 183 | GREAT FALLS | 36,000 | .06 |
| 79 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 192,600 | .32 | 184 | LAFAYETTE, IN | 35,900 | .06 |
| 80 | TUCSON | 191,200 | .32 | 185 | JACKSON, TN | 35,000 | .06 |
| 81 | SPOKANE | 188,100 | .31 | 186 | PARKERSBURG | 34,200 | .06 |
| 82 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 188,000 | .31 | 187 | LAREDO | 33,800 | .06 |
| 83 | JACKSON, MS | 186,800 | .31 | 188 | EUREKA | 33,100 | .05 |
| 83 | SOUTH BEND-ELKHART | 186,800 | .31 | 189 | MARQUETTE | 32,200 | .05 |
| 85 | EL PASO | 186,100 | .31 | 190 | CHARLOTTESVILLE | 31,400 | .05 |
| 86 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 182,600 | .30 | 191 | BOWLING GREEN | 30,600 | .05 |
| 87 | SPRINGFIELD, MO | 182,000 | .30 | 192 | SAN ANGELO | 30,500 | .05 |
| 88 | BATON ROUGE | 181,100 | .30 | 193 | BUTTE | 29,200 | .05 |
| 89 | HUNTSVILLE-DECATUR-FLORENCE | 180,800 | .30 | 194 | ANNISTON | 28,200 | .05 |
| 90 | JOHNSTOWN-ALTOONA | 180,000 | .30 | 195 | ST. JOSEPH | 28,000 | .05 |
| 91 | MADISON | 177,000 | .29 | 196 | HAGERSTOWN | 27,700 | .05 |
| 92 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 172,400 | .29 | 197 | FLAGSTAFF | 25,200 | .04 |
| 93 | SPRINGFIELD, MA | 171,100 | .28 | 198 | CHEYENNE-SCOTTSBLUFF (STERLING) | 25,100 | .04 |
| 94 | WACO-TEMPLE-BRYAN | 169,800 | .28 | 199 | CASPER-RIVERTON | 24,200 | .04 |
| 95 | LANSING | 163,400 | .27 | 200 | LIMA | 23,800 | .04 |
| 96 | BURLINGTON-PLATTSBURGH | 162,700 | .27 | 201 | TWIN FALLS | 20,500 | .03 |
| 97 | MCALLEN-BROWNSVILLE: LRGV | 162,300 | .27 | 202 | OTTUMWA-KIRKSVILLE | 19,700 | .03 |
| 98 | CHARLESTON, SC | 159,600 | .26 | 203 | MANKATO | 19,400 | .03 |
| 99 | YOUNGSTOWN | 158,600 | .26 | 204 | ZANESVILLE | 19,000 | .03 |
| 100 | SAVANNAH | 157,100 | .26 | 205 | PRESQUE ISLE | 18,700 | .03 |
| 101 | EVANSVILLE | 155,800 | .26 | 206 | VICTORIA | 17,300 | .03 |
| 102 | COLORADO SPRINGS-PUEBLO | 152,500 | .25 | 207 | BEND | 16,900 | .03 |
| 103 | SALINAS-MONTEREY | 152,300 | .25 | 208 | HELENA | 11,200 | .02 |
| 104 | GREENVILLE-NEW BERN-WASHINGTON | 151,400 | .25 | 209 | NORTH PLATTE | 9,400 | .02 |
| 105 | FT. WAYNE | 147,400 | .24 | 210 | ALPENA | 8,400 | .01 |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK WOMEN 18-49** US TOTAL 7,639,600

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 845,300 | 11.06 |
| 2 | CHICAGO | 399,100 | 5.22 |
| 3 | WASHINGTON, DC | 321,300 | 4.21 |
| 4 | LOS ANGELES | 308,300 | 4.04 |
| 5 | PHILADELPHIA | 302,400 | 3.96 |
| 6 | ATLANTA | 266,100 | 3.48 |
| 7 | DETROIT | 258,200 | 3.38 |
| 8 | HOUSTON | 187,400 | 2.45 |
| 9 | BALTIMORE | 175,500 | 2.30 |
| 10 | DALLAS-FT. WORTH | 168,000 | 2.20 |
| 11 | MIAMI-FT. LAUDERDALE | 155,500 | 2.04 |
| 12 | RALEIGH-DURHAM | 152,100 | 1.99 |
| 13 | MEMPHIS | 151,200 | 1.98 |
| 14 | NEW ORLEANS | 131,400 | 1.72 |
| 15 | SAN FRANCISCO-OAKLAND-SAN JOSE | 129,800 | 1.70 |
| 16 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 127,600 | 1.67 |
| 17 | CLEVELAND | 123,600 | 1.62 |
| 18 | ST. LOUIS | 109,700 | 1.44 |
| 19 | CHARLOTTE | 96,200 | 1.26 |
| 20 | RICHMOND | 91,000 | 1.19 |
| 21 | JACKSON, MS | 84,900 | 1.11 |
| 22 | COLUMBIA, SC | 82,100 | 1.07 |
| 23 | BIRMINGHAM | 78,600 | 1.03 |
| 24 | GREENSBORO-WINSTON SALEM-HIGH POINT | 67,400 | .88 |
| 25 | TAMPA-ST. PETERSBURG | 66,800 | .87 |
| 26 | BOSTON | 66,600 | .87 |
| 27 | SHREVEPORT-TEXARKANA | 64,600 | .85 |
| 28 | GREENVILLE-SPARTANBURG-ASHEVILLE | 63,500 | .83 |
| 29 | JACKSONVILLE | 60,700 | .79 |
| 29 | ORLANDO-DAYTONA BEACH-MELBOURNE | 60,700 | .79 |
| 31 | BATON ROUGE | 60,500 | .79 |
| 32 | NASHVILLE | 59,400 | .78 |
| 33 | MILWAUKEE | 58,400 | .76 |
| 34 | MOBILE-PENSACOLA | 58,100 | .76 |
| 35 | MONTGOMERY-SELMA | 57,300 | .75 |
| 36 | KANSAS CITY | 54,200 | .71 |
| 37 | CHARLESTON, SC | 52,800 | .69 |
| 38 | AUGUSTA | 52,100 | .68 |
| 38 | INDIANAPOLIS | 52,100 | .68 |
| 40 | CINCINNATI | 51,800 | .68 |
| 41 | HARTFORD-NEW HAVEN | 51,600 | .68 |
| 42 | LITTLE ROCK | 51,400 | .67 |
| 43 | SAVANNAH | 50,100 | .66 |
| 44 | MACON | 46,600 | .61 |
| 45 | COLUMBUS, GA | 45,800 | .60 |
| 46 | PITTSBURGH | 45,500 | .60 |
| 47 | COLUMBUS, OH | 45,100 | .59 |
| 48 | GREENVILLE-NEW BERN-WASHINGTON | 44,300 | .58 |
| 49 | TALLAHASSEE-THOMASVILLE | 42,000 | .55 |
| 50 | SACRAMENTO-STOCKTON | 38,900 | .51 |
| 51 | ROANOKE-LYNCHBURG | 38,800 | .51 |
| 52 | SAN DIEGO | 38,200 | .50 |
| 53 | LOUISVILLE | 36,700 | .48 |
| 54 | MONROE-EL DORADO | 36,400 | .48 |
| 55 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 36,000 | .47 |
| 56 | FLORENCE-MYRTLE BEACH | 34,800 | .46 |
| 57 | DAYTON | 34,100 | .45 |
| 58 | COLUMBUS-TUPELO | 33,700 | .44 |
| 59 | ALBANY, GA | 32,800 | .43 |
| 59 | FLINT-SAGINAW-BAY CITY | 32,800 | .43 |
| 61 | BUFFALO | 32,700 | .43 |
| 61 | LAFAYETTE, LA | 32,700 | .43 |
| 63 | SEATTLE-TACOMA | 32,100 | .42 |
| 64 | GREENWOOD-GREENVILLE | 30,400 | .40 |
| 65 | OKLAHOMA CITY | 29,900 | .39 |
| 66 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 26,900 | .35 |
| 66 | WACO-TEMPLE-BRYAN | 26,900 | .35 |
| 68 | DENVER | 25,400 | .33 |
| 69 | HUNTSVILLE-DECATUR-FLORENCE | 25,000 | .33 |
| 70 | ROCHESTER, NY | 24,600 | .32 |
| 71 | SAN ANTONIO | 23,900 | .31 |
| 72 | TYLER-LONGVIEW-JACKSONVILLE | 23,400 | .31 |
| 73 | MINNEAPOLIS-ST. PAUL | 23,300 | .30 |
| 74 | WILMINGTON | 22,800 | .30 |
| 75 | BEAUMONT-PORT ARTHUR | 22,300 | .29 |
| 76 | AUSTIN, TX | 21,400 | .28 |
| 77 | PHOENIX | 19,200 | .25 |
| 78 | TULSA | 19,100 | .25 |
| 79 | TOLEDO | 19,000 | .25 |
| 80 | LAS VEGAS | 18,800 | .25 |
| 81 | LAUREL-HATTIESBURG | 18,600 | .24 |
| 82 | CHATTANOOGA | 17,300 | .23 |
| 83 | MERIDIAN | 15,500 | .20 |
| 84 | HARRISBURG-YORK-LANCASTER-LEBANON | 15,300 | .20 |
| 85 | SOUTH BEND-ELKHART | 14,900 | .20 |
| 86 | BILOXI-GULFPORT-PASCAGOULA | 14,800 | .19 |
| 87 | ALEXANDRIA, LA | 14,500 | .19 |
| 88 | SPRINGFIELD-DECATUR-CHAMPAIGN | 14,400 | .19 |
| 88 | YOUNGSTOWN | 14,400 | .19 |
| 90 | LEXINGTON | 13,600 | .18 |
| 91 | OMAHA | 13,000 | .17 |
| 92 | FRESNO-VISALIA | 12,700 | .17 |
| 92 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 12,700 | .17 |
| 94 | SALISBURY | 12,500 | .16 |
| 95 | SYRACUSE | 12,200 | .16 |
| 96 | ALBANY-SCHENECTADY-TROY | 11,900 | .16 |
| 97 | KNOXVILLE | 11,800 | .15 |
| 98 | DOTHAN | 11,500 | .15 |
| 99 | LANSING | 11,300 | .15 |
| 100 | LAKE CHARLES | 11,000 | .14 |
| 101 | PROVIDENCE-NEW BEDFORD | 10,700 | .14 |
| 102 | TUSCALOOSA | 10,500 | .14 |
| 103 | WICHITA-HUTCHINSON | 10,400 | .14 |
| 104 | GAINESVILLE | 10,300 | .13 |
| 105 | PORTLAND, OR | 9,900 | .13 |
| 106 | SPRINGFIELD, MA | 9,800 | .13 |
| 107 | FT. MYERS-NAPLES | 8,600 | .11 |
| 108 | PEORIA-BLOOMINGTON | 8,500 | .11 |
| 108 | WICHITA FALLS-LAWTON | 8,500 | .11 |
| 110 | FT. WAYNE | 8,000 | .10 |
| 111 | JACKSON, TN | 7,600 | .10 |
| 112 | COLORADO SPRINGS-PUEBLO | 7,500 | .10 |
| 112 | PANAMA CITY | 7,500 | .10 |
| 114 | ROCKFORD | 6,700 | .09 |
| 115 | CHARLESTON-HUNTINGTON | 6,600 | .09 |
| 116 | EVANSVILLE | 6,500 | .09 |
| 117 | TOPEKA | 6,400 | .08 |
| 118 | BAKERSFIELD | 5,700 | .07 |
| 119 | ANNISTON | 5,600 | .07 |
| 119 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 5,600 | .07 |
| 119 | TUCSON | 5,600 | .07 |
| 122 | LUBBOCK | 5,500 | .07 |
| 123 | SALINAS-MONTEREY | 5,400 | .07 |
| 124 | EL PASO | 5,300 | .07 |
| 125 | ALBUQUERQUE | 4,900 | .06 |
| 126 | CHARLOTTESVILLE | 4,500 | .06 |
| 126 | COLUMBIA-JEFFERSON CITY | 4,500 | .06 |
| 128 | BLUEFIELD-BECKLEY-OAK HILL | 4,400 | .06 |
| 129 | MADISON | 4,300 | .06 |
| 130 | DES MOINES | 4,200 | .05 |
| 131 | AMARILLO | 4,000 | .05 |
| 132 | ODESSA-MIDLAND | 3,900 | .05 |
| 133 | ERIE | 3,800 | .05 |
| 134 | CORPUS CHRISTI | 3,500 | .05 |
| 135 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 3,400 | .04 |
| 136 | ABILENE-SWEETWATER | 2,900 | .04 |
| 137 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 2,800 | .04 |
| 137 | HARRISONBURG | 2,800 | .04 |
| 137 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 2,800 | .04 |
| 137 | SARASOTA | 2,800 | .04 |
| 141 | LIMA | 2,700 | .04 |
| 142 | FT. SMITH | 2,500 | .03 |
| 142 | WILKES BARRE-SCRANTON | 2,500 | .03 |
| 144 | UTICA | 2,400 | .03 |
| 145 | JOHNSTOWN-ALTOONA | 2,200 | .03 |
| 145 | SALT LAKE CITY | 2,200 | .03 |
| 147 | SPRINGFIELD, MO | 2,100 | .03 |
| 148 | WHEELING-STEUBENVILLE | 1,900 | .02 |
| 149 | ARDMORE-ADA | 1,800 | .02 |
| 149 | BOWLING GREEN | 1,800 | .02 |
| 149 | RENO | 1,800 | .02 |
| 152 | JONESBORO | 1,700 | .02 |
| 152 | TERRE HAUTE | 1,700 | .02 |
| 154 | PALM SPRINGS | 1,600 | .02 |
| 154 | QUINCY-HANNIBAL | 1,600 | .02 |
| 154 | WATERTOWN-CARTHAGE | 1,600 | .02 |
| 157 | BINGHAMTON | 1,400 | .02 |
| 158 | EL CENTRO-YUMA | 1,100 | .01 |
| 158 | ELMIRA | 1,100 | .01 |
| 158 | LINCOLN-HASTINGS-KEARNEY | 1,100 | .01 |
| 158 | SPOKANE | 1,100 | .01 |
| 158 | VICTORIA | 1,100 | .01 |
| 163 | SAN ANGELO | 1,000 | .01 |
| 163 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 1,000 | .01 |
| 165 | HAGERSTOWN | 900 | .01 |
| 165 | JOPLIN-PITTSBURG | 900 | .01 |
| 165 | LAFAYETTE, IN | 900 | .01 |
| 165 | PORTLAND-POLAND SPRING | 900 | .01 |
| 169 | BURLINGTON-PLATTSBURGH | 800 | .01 |
| 169 | ZANESVILLE | 800 | .01 |
| 171 | CHICO-REDDING | 700 | .01 |
| 171 | ST. JOSEPH | 700 | .01 |
| 173 | CLARKSBURG-WESTON | 600 | .01 |
| 173 | EUGENE | 600 | .01 |
| 173 | TRAVERSE CITY-CADILLAC | 600 | .01 |
| 176 | SIOUX CITY | 500 | .01 |
| 177 | BOISE | 400 | .01 |
| 177 | CHEYENNE-SCOTTSBLUFF (STERLING) | 400 | .01 |
| 177 | FARGO | 400 | .01 |
| 177 | FLAGSTAFF | 400 | .01 |
| 177 | RAPID CITY | 400 | .01 |
| 182 | GREEN BAY-APPLETON | 300 | - |
| 182 | MARQUETTE | 300 | - |
| 182 | MEDFORD | 300 | - |
| 182 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 300 | - |
| 182 | PARKERSBURG | 300 | - |
| 182 | ROCHESTER-MASON CITY-AUSTIN | 300 | - |
| 188 | EUREKA | 200 | - |
| 188 | GREAT FALLS | 200 | - |
| 188 | IDAHO FALLS-POCATELLO | 200 | - |
| 188 | LA CROSSE-EAU CLAIRE | 200 | - |
| 188 | MCALLEN-BROWNSVILLE: LRGV | 200 | - |
| 188 | PRESQUE ISLE | 200 | - |
| 188 | SIOUX FALLS-MITCHELL | 200 | - |
| 195 | BANGOR | 100 | - |
| 195 | BILLINGS-HARDIN | 100 | - |
| 195 | CASPER-RIVERTON | 100 | - |
| 195 | DULUTH-SUPERIOR | 100 | - |
| 195 | GRAND JUNCTION-DURANGO | 100 | - |
| 195 | MANKATO | 100 | - |
| 195 | OTTUMWA-KIRKSVILLE | 100 | - |
| 202 | ALPENA | | |
| 202 | BEND | | |
| 202 | BUTTE | | |
| 202 | HELENA | | |
| 202 | LAREDO | | |
| 202 | MISSOULA | | |
| 202 | NORTH PLATTE | | |
| 202 | TWIN FALLS | | |
| 202 | WAUSAU-RHINELANDER | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC WOMEN 18-49 — US TOTAL 5,682,600

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,211,800 | 21.32 |
| 2 | NEW YORK | 780,300 | 13.73 |
| 3 | MIAMI-FT. LAUDERDALE | 282,100 | 4.96 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 229,800 | 4.04 |
| 5 | CHICAGO | 220,700 | 3.88 |
| 6 | HOUSTON | 207,700 | 3.66 |
| 7 | SAN ANTONIO | 196,500 | 3.46 |
| 8 | MCALLEN-BROWNSVILLE: LRGV | 144,800 | 2.55 |
| 9 | DALLAS-FT. WORTH | 142,100 | 2.50 |
| 10 | SAN DIEGO | 134,200 | 2.36 |
| 11 | EL PASO | 129,600 | 2.28 |
| 12 | ALBUQUERQUE | 118,900 | 2.09 |
| 13 | FRESNO-VISALIA | 108,900 | 1.92 |
| 14 | PHOENIX | 102,800 | 1.81 |
| 15 | SACRAMENTO-STOCKTON | 101,300 | 1.78 |
| 16 | PHILADELPHIA | 76,300 | 1.34 |
| 17 | DENVER | 74,300 | 1.31 |
| 18 | WASHINGTON, DC | 73,100 | 1.29 |
| 19 | BOSTON | 67,100 | 1.18 |
| 20 | CORPUS CHRISTI | 63,600 | 1.12 |
| 21 | TUCSON | 53,100 | .93 |
| 22 | AUSTIN, TX | 51,000 | .90 |
| 23 | SALINAS-MONTEREY | 43,800 | .77 |
| 24 | TAMPA-ST. PETERSBURG | 43,600 | .77 |
| 25 | HARTFORD-NEW HAVEN | 39,800 | .70 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 38,200 | .67 |
| 27 | BAKERSFIELD | 33,100 | .58 |
| 28 | LAREDO | 31,900 | .56 |
| 29 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 30,100 | .53 |
| 30 | ODESSA-MIDLAND | 29,300 | .52 |
| 31 | SEATTLE-TACOMA | 28,200 | .50 |
| 32 | EL CENTRO-YUMA | 27,000 | .48 |
| 33 | LUBBOCK | 25,300 | .45 |
| 34 | COLORADO SPRINGS-PUEBLO | 24,400 | .43 |
| 35 | PALM SPRINGS | 23,000 | .40 |
| 36 | DETROIT | 22,700 | .40 |
| 37 | SALT LAKE CITY | 22,300 | .39 |
| 38 | LAS VEGAS | 22,100 | .39 |
| 39 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 21,700 | .38 |
| 40 | WACO-TEMPLE-BRYAN | 21,000 | .37 |
| 41 | PORTLAND, OR | 19,800 | .35 |
| 42 | ATLANTA | 19,600 | .34 |
| 43 | AMARILLO | 19,500 | .34 |
| 44 | MILWAUKEE | 16,900 | .30 |
| 45 | PROVIDENCE-NEW BEDFORD | 16,600 | .29 |
| 46 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 16,300 | .29 |
| 47 | CLEVELAND | 15,500 | .27 |
| 48 | NEW ORLEANS | 14,900 | .26 |
| 49 | SPRINGFIELD, MA | 14,300 | .25 |
| 50 | KANSAS CITY | 12,700 | .22 |
| 51 | OKLAHOMA CITY | 11,500 | .20 |
| 52 | WICHITA-HUTCHINSON | 11,400 | .20 |
| 53 | MINNEAPOLIS-ST. PAUL | 11,100 | .20 |
| 54 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 10,600 | .19 |
| 55 | FT. MYERS-NAPLES | 10,300 | .18 |
| 56 | ABILENE-SWEETWATER | 10,100 | .18 |
| 56 | RENO | 10,100 | .18 |
| 58 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 9,700 | .17 |
| 59 | TOLEDO | 9,600 | .17 |
| 60 | BALTIMORE | 8,900 | .16 |
| 61 | SAN ANGELO | 8,500 | .15 |
| 62 | RALEIGH-DURHAM | 8,300 | .15 |
| 63 | BUFFALO | 8,200 | .14 |
| 63 | HARRISBURG-YORK-LANCASTER-LEBANON | 8,200 | .14 |
| 65 | ROCHESTER, NY | 8,100 | .14 |
| 66 | FLINT-SAGINAW-BAY CITY | 7,600 | .13 |
| 67 | JACKSONVILLE | 7,500 | .13 |
| 68 | WICHITA FALLS-LAWTON | 7,100 | .12 |
| 69 | ST. LOUIS | 6,900 | .12 |
| 69 | SPOKANE | 6,900 | .12 |
| 71 | CHICO-REDDING | 6,800 | .12 |
| 72 | BOISE | 6,400 | .11 |
| 73 | TYLER-LONGVIEW-JACKSONVILLE | 6,100 | .11 |
| 73 | VICTORIA | 6,100 | .11 |
| 75 | INDIANAPOLIS | 5,500 | .10 |
| 76 | ALBANY-SCHENECTADY-TROY | 5,300 | .09 |
| 77 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 5,200 | .09 |
| 78 | TULSA | 5,100 | .09 |
| 79 | LANSING | 5,000 | .09 |
| 80 | NASHVILLE | 4,300 | .08 |
| 80 | PITTSBURGH | 4,300 | .08 |
| 82 | CHARLOTTE | 4,200 | .07 |
| 82 | IDAHO FALLS-POCATELLO | 4,200 | .07 |
| 82 | SYRACUSE | 4,200 | .07 |
| 85 | OMAHA | 4,100 | .07 |
| 86 | MOBILE-PENSACOLA | 4,000 | .07 |
| 87 | SHREVEPORT-TEXARKANA | 3,800 | .07 |
| 88 | BEAUMONT-PORT ARTHUR | 3,700 | .07 |
| 88 | COLUMBUS, OH | 3,700 | .07 |
| 90 | GRAND JUNCTION-DURANGO | 3,600 | .06 |
| 91 | SOUTH BEND-ELKHART | 3,400 | .06 |
| 91 | TOPEKA | 3,400 | .06 |
| 93 | MEDFORD | 3,200 | .06 |
| 94 | CHEYENNE-SCOTTSBLUFF (STERLING) | 3,000 | .05 |
| 94 | GREENVILLE-SPARTANBURG-ASHEVILLE | 3,000 | .05 |
| 96 | EUGENE | 2,900 | .05 |
| 96 | GREENVILLE-NEW BERN-WASHINGTON | 2,900 | .05 |
| 98 | ROCKFORD | 2,800 | .05 |
| 99 | FT. WAYNE | 2,700 | .05 |
| 99 | MEMPHIS | 2,700 | .05 |
| 99 | TALLAHASSEE-THOMASVILLE | 2,700 | .05 |
| 102 | DAYTON | 2,600 | .05 |
| 102 | FLAGSTAFF | 2,600 | .05 |
| 104 | CINCINNATI | 2,500 | .04 |
| 104 | DES MOINES | 2,500 | .04 |
| 104 | GREENSBORO-WINSTON SALEM-HIGH POINT | 2,500 | .04 |
| 104 | RICHMOND | 2,500 | .04 |
| 104 | SAVANNAH | 2,500 | .04 |
| 104 | SPRINGFIELD-DECATUR-CHAMPAIGN | 2,500 | .04 |
| 110 | BATON ROUGE | 2,400 | .04 |
| 110 | GAINESVILLE | 2,400 | .04 |
| 112 | WILKES BARRE-SCRANTON | 2,300 | .04 |
| 113 | COLUMBIA, SC | 2,200 | .04 |
| 113 | LOUISVILLE | 2,200 | .04 |
| 113 | SPRINGFIELD, MO | 2,200 | .04 |
| 116 | COLUMBUS, GA | 2,100 | .04 |
| 117 | LINCOLN-HASTINGS-KEARNEY | 2,000 | .04 |
| 117 | LITTLE ROCK | 2,000 | .04 |
| 117 | YOUNGSTOWN | 2,000 | .04 |
| 120 | CHARLESTON, SC | 1,900 | .03 |
| 120 | MADISON | 1,900 | .03 |
| 122 | GREEN BAY-APPLETON | 1,700 | .03 |
| 122 | LAFAYETTE, LA | 1,700 | .03 |
| 122 | PEORIA-BLOOMINGTON | 1,700 | .03 |
| 122 | ROANOKE-LYNCHBURG | 1,700 | .03 |
| 126 | EUREKA | 1,600 | .03 |
| 127 | BIRMINGHAM | 1,500 | .03 |
| 127 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,500 | .03 |
| 127 | CHATTANOOGA | 1,500 | .03 |
| 127 | PORTLAND-POLAND SPRING | 1,500 | .03 |
| 131 | AUGUSTA | 1,400 | .02 |
| 131 | HUNTSVILLE-DECATUR-FLORENCE | 1,400 | .02 |
| 131 | SARASOTA | 1,400 | .02 |
| 134 | ALEXANDRIA, LA | 1,300 | .02 |
| 134 | BILLINGS-HARDIN | 1,300 | .02 |
| 134 | BURLINGTON-PLATTSBURGH | 1,300 | .02 |
| 134 | FT. SMITH | 1,300 | .02 |
| 134 | LEXINGTON | 1,300 | .02 |
| 139 | BINGHAMTON | 1,200 | .02 |
| 140 | BILOXI-GULFPORT-PASCAGOULA | 1,100 | .02 |
| 140 | FARGO | 1,100 | .02 |
| 140 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 1,100 | .02 |
| 140 | RAPID CITY | 1,100 | .02 |
| 140 | SIOUX CITY | 1,100 | .02 |
| 140 | TWIN FALLS | 1,100 | .02 |
| 146 | ALBANY, GA | 1,000 | .02 |
| 146 | JOHNSTOWN-ALTOONA | 1,000 | .02 |
| 146 | PANAMA CITY | 1,000 | .02 |
| 149 | CASPER-RIVERTON | 900 | .02 |
| 149 | JOPLIN-PITTSBURG | 900 | .02 |
| 149 | KNOXVILLE | 900 | .02 |
| 149 | MACON | 900 | .02 |
| 149 | UTICA | 900 | .02 |
| 154 | CHARLESTON-HUNTINGTON | 800 | .01 |
| 154 | ERIE | 800 | .01 |
| 154 | MONROE-EL DORADO | 800 | .01 |
| 154 | ROCHESTER-MASON CITY-AUSTIN | 800 | .01 |
| 158 | COLUMBIA-JEFFERSON CITY | 700 | .01 |
| 158 | DOTHAN | 700 | .01 |
| 158 | EVANSVILLE | 700 | .01 |
| 158 | JACKSON, MS | 700 | .01 |
| 158 | TRAVERSE CITY-CADILLAC | 700 | .01 |
| 158 | WATERTOWN-CARTHAGE | 700 | .01 |
| 164 | ARDMORE-ADA | 600 | .01 |
| 164 | HARRISONBURG | 600 | .01 |
| 164 | LA CROSSE-EAU CLAIRE | 600 | .01 |
| 164 | LAFAYETTE, IN | 600 | .01 |
| 164 | MONTGOMERY-SELMA | 600 | .01 |
| 164 | SALISBURY | 600 | .01 |
| 164 | WILMINGTON | 600 | .01 |
| 171 | BANGOR | 500 | .01 |
| 171 | BLUEFIELD-BECKLEY-OAK HILL | 500 | .01 |
| 171 | BUTTE | 500 | .01 |
| 171 | COLUMBUS-TUPELO | 500 | .01 |
| 171 | LAKE CHARLES | 500 | .01 |
| 171 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 500 | .01 |
| 171 | MISSOULA | 500 | .01 |
| 171 | NORTH PLATTE | 500 | .01 |
| 179 | ANNISTON | 400 | .01 |
| 179 | BEND | 400 | .01 |
| 179 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 400 | .01 |
| 179 | CHARLOTTESVILLE | 400 | .01 |
| 179 | FLORENCE-MYRTLE BEACH | 400 | .01 |
| 179 | QUINCY-HANNIBAL | 400 | .01 |
| 179 | ST. JOSEPH | 400 | .01 |
| 179 | WAUSAU-RHINELANDER | 400 | .01 |
| 187 | GREAT FALLS | 300 | .01 |
| 187 | LAUREL-HATTIESBURG | 300 | .01 |
| 187 | LIMA | 300 | .01 |
| 187 | MANKATO | 300 | .01 |
| 187 | MARQUETTE | 300 | .01 |
| 187 | SIOUX FALLS-MITCHELL | 300 | .01 |
| 187 | TERRE HAUTE | 300 | .01 |
| 187 | WHEELING-STEUBENVILLE | 300 | .01 |
| 195 | BOWLING GREEN | 200 | - |
| 195 | CLARKSBURG-WESTON | 200 | - |
| 195 | DULUTH-SUPERIOR | 200 | - |
| 195 | ELMIRA | 200 | - |
| 195 | GREENWOOD-GREENVILLE | 200 | - |
| 195 | HAGERSTOWN | 200 | - |
| 195 | HELENA | 200 | - |
| 195 | JONESBORO | 200 | - |
| 195 | MERIDIAN | 200 | - |
| 195 | PARKERSBURG | 200 | - |
| 195 | PRESQUE ISLE | 200 | - |
| 195 | TUSCALOOSA | 200 | - |
| 207 | ALPENA | 100 | - |
| 207 | JACKSON, TN | 100 | - |
| 207 | OTTUMWA-KIRKSVILLE | 100 | - |
| 207 | ZANESVILLE | 100 | - |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### ALL WOMEN 12-24

US TOTAL 22,441,900

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,592,500 | 7.10 |
| 2 | LOS ANGELES | 1,345,000 | 5.99 |
| 3 | CHICAGO | 743,800 | 3.31 |
| 4 | PHILADELPHIA | 625,300 | 2.79 |
| 5 | BOSTON | 509,900 | 2.27 |
| 6 | SAN FRANCISCO-OAKLAND-SAN JOSE | 476,100 | 2.12 |
| 7 | DALLAS-FT. WORTH | 429,800 | 1.92 |
| 8 | DETROIT | 428,800 | 1.91 |
| 9 | WASHINGTON, DC | 428,300 | 1.91 |
| 10 | HOUSTON | 376,000 | 1.68 |
| 11 | ATLANTA | 371,800 | 1.66 |
| 12 | CLEVELAND | 328,000 | 1.46 |
| 13 | MINNEAPOLIS-ST. PAUL | 326,000 | 1.45 |
| 14 | SEATTLE-TACOMA | 293,200 | 1.31 |
| 15 | MIAMI-FT.LAUDERDALE | 265,400 | 1.18 |
| 16 | ST. LOUIS | 252,400 | 1.12 |
| 17 | SACRAMENTO-STOCKTON | 251,100 | 1.12 |
| 18 | PITTSBURGH | 245,700 | 1.09 |
| 19 | PHOENIX | 234,100 | 1.04 |
| 20 | SAN DIEGO | 231,200 | 1.03 |
| 21 | DENVER | 221,700 | .99 |
| 22 | BALTIMORE | 220,600 | .98 |
| 23 | TAMPA-ST.PETERSBURG | 217,900 | .97 |
| 24 | INDIANAPOLIS | 215,900 | .96 |
| 25 | HARTFORD-NEW HAVEN | 210,100 | .94 |
| 26 | SALT LAKE CITY | 206,300 | .92 |
| 27 | RALEIGH-DURHAM | 191,200 | .85 |
| 28 | ORLANDO-DAYTONA BEACH-MELBOURNE | 189,700 | .85 |
| 29 | CINCINNATI | 188,400 | .84 |
| 30 | CHARLOTTE | 183,400 | .82 |
| 31 | MILWAUKEE | 182,800 | .81 |
| 32 | PORTLAND, OR | 180,300 | .80 |
| 33 | KANSAS CITY | 177,000 | .79 |
| 34 | COLUMBUS, OH | 174,900 | .78 |
| 35 | NASHVILLE | 174,300 | .78 |
| 36 | SAN ANTONIO | 166,700 | .74 |
| 37 | MEMPHIS | 161,800 | .72 |
| 38 | NEW ORLEANS | 160,700 | .72 |
| 39 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 159,700 | .71 |
| 40 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 159,100 | .71 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 157,500 | .70 |
| 42 | BUFFALO | 146,500 | .65 |
| 43 | PROVIDENCE-NEW BEDFORD | 139,800 | .62 |
| 44 | OKLAHOMA CITY | 136,400 | .61 |
| 45 | LOUISVILLE | 130,400 | .58 |
| 46 | FRESNO-VISALIA | 130,200 | .58 |
| 47 | HARRISBURG-YORK-LANCASTER-LEBANON | 128,400 | .57 |
| 48 | ALBUQUERQUE | 128,100 | .57 |
| 49 | GREENSBORO-WINSTON SALEM-HIGH POINT | 123,600 | .55 |
| 50 | BIRMINGHAM | 121,600 | .54 |
| 51 | DAYTON | 120,500 | .54 |
| 52 | CHARLESTON-HUNTINGTON | 119,600 | .53 |
| 53 | FLINT-SAGINAW-BAY CITY | 118,600 | .53 |
| 54 | ALBANY-SCHENECTADY-TROY | 117,900 | .53 |
| 55 | WILKES BARRE-SCRANTON | 116,300 | .52 |
| 56 | JACKSONVILLE | 111,400 | .50 |
| 57 | LITTLE ROCK | 109,200 | .49 |
| 58 | TOLEDO | 106,200 | .47 |
| 59 | SYRACUSE | 106,000 | .47 |
| 60 | MOBILE-PENSACOLA | 104,800 | .47 |
| 61 | RICHMOND | 102,300 | .46 |
| 62 | KNOXVILLE | 102,100 | .45 |
| 63 | AUSTIN, TX | 100,400 | .45 |
| 64 | ROANOKE-LYNCHBURG | 97,500 | .43 |
| 65 | TULSA | 97,400 | .43 |
| 66 | LEXINGTON | 94,000 | .42 |
| 67 | SHREVEPORT-TEXARKANA | 91,000 | .41 |
| 68 | WICHITA-HUTCHINSON | 90,600 | .40 |
| 69 | GREEN BAY-APPLETON | 90,300 | .40 |
| 70 | ROCHESTER, NY | 87,000 | .39 |
| 71 | EL PASO | 86,500 | .39 |
| 72 | MCALLEN-BROWNSVILLE: LRGV | 86,400 | .38 |
| 73 | DES MOINES | 85,000 | .38 |
| 74 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 84,900 | .38 |
| 75 | SPRINGFIELD-DECATUR-CHAMPAIGN | 84,300 | .38 |
| 76 | PORTLAND-POLAND SPRING | 84,100 | .37 |
| 77 | COLUMBIA, SC | 83,800 | .37 |
| 78 | OMAHA | 81,600 | .36 |
| 79 | JACKSON, MS | 79,800 | .36 |
| 80 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 79,700 | .36 |
| 81 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 79,000 | .35 |
| 82 | WACO-TEMPLE-BRYAN | 78,500 | .35 |
| 83 | JOHNSTOWN-ALTOONA | 76,600 | .34 |
| 84 | CHATTANOOGA | 75,100 | .33 |
| 85 | BATON ROUGE | 75,000 | .33 |
| 86 | TUCSON | 74,800 | .33 |
| 87 | SOUTH BEND-ELKHART | 74,700 | .33 |
| 88 | SPOKANE | 74,600 | .33 |
| 89 | SPRINGFIELD, MO | 72,500 | .32 |
| 90 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 70,800 | .32 |
| 91 | SPRINGFIELD, MA | 69,200 | .31 |
| 92 | LANSING | 68,500 | .31 |
| 93 | HUNTSVILLE-DECATUR-FLORENCE | 68,300 | .30 |
| 94 | MADISON | 67,300 | .30 |
| 95 | LAS VEGAS | 67,200 | .30 |
| 96 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 66,400 | .30 |
| 97 | SAVANNAH | 65,900 | .29 |
| 98 | GREENVILLE-NEW BERN-WASHINGTON | 62,900 | .28 |
| 99 | CHARLESTON, SC | 62,300 | .28 |
| 100 | BURLINGTON-PLATTSBURGH | 61,900 | .28 |
| 101 | TALLAHASSEE-THOMASVILLE | 60,900 | .27 |
| 102 | YOUNGSTOWN | 60,700 | .27 |
| 103 | EVANSVILLE | 59,200 | .26 |
| 104 | MONTGOMERY-SELMA | 58,900 | .26 |
| 105 | PEORIA-BLOOMINGTON | 57,400 | .26 |
| 106 | FT. WAYNE | 57,100 | .25 |
| 107 | SALINAS-MONTEREY | 56,600 | .25 |
| 108 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 56,500 | .25 |
| 109 | COLORADO SPRINGS-PUEBLO | 55,900 | .25 |
| 110 | AUGUSTA | 55,200 | .25 |
| 111 | LINCOLN-HASTINGS-KEARNEY | 55,100 | .25 |
| 112 | FARGO | 53,600 | .24 |
| 113 | COLUMBUS, GA | 52,700 | .23 |
| 114 | LAFAYETTE, LA | 51,500 | .23 |
| 115 | TYLER-LONGVIEW-JACKSONVILLE | 50,700 | .23 |
| 116 | MONROE-EL DORADO | 49,900 | .22 |
| 117 | SIOUX FALLS-MITCHELL | 49,500 | .22 |
| 118 | MACON | 49,000 | .22 |
| 119 | COLUMBUS-TUPELO | 48,900 | .22 |
| 120 | CORPUS CHRISTI | 48,500 | .22 |
| 121 | LA CROSSE-EAU CLAIRE | 47,800 | .21 |
| 122 | EUGENE | 45,800 | .20 |
| 123 | FT. SMITH | 45,000 | .20 |
| 124 | BAKERSFIELD | 43,800 | .20 |
| 125 | FT. MYERS-NAPLES | 42,300 | .19 |
| 126 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 41,600 | .19 |
| 127 | FLORENCE-MYRTLE BEACH | 41,200 | .18 |
| 128 | LUBBOCK | 40,000 | .18 |
| 128 | TRAVERSE CITY-CADILLAC | 40,000 | .18 |
| 130 | AMARILLO | 39,800 | .18 |
| 131 | TOPEKA | 39,300 | .18 |
| 132 | RENO | 38,600 | .17 |
| 133 | ERIE | 38,400 | .17 |
| 134 | WAUSAU-RHINELANDER | 38,000 | .17 |
| 135 | WILMINGTON | 37,900 | .17 |
| 136 | BEAUMONT-PORT ARTHUR | 37,700 | .17 |
| 137 | ALBANY, GA | 37,600 | .17 |
| 138 | BINGHAMTON | 37,400 | .17 |
| 139 | BOISE | 36,900 | .16 |
| 140 | CHICO-REDDING | 36,800 | .16 |
| 141 | COLUMBIA-JEFFERSON CITY | 36,400 | .16 |
| 142 | SIOUX CITY | 35,800 | .16 |
| 143 | WICHITA FALLS-LAWTON | 35,700 | .16 |
| 144 | TERRE HAUTE | 35,600 | .16 |
| 145 | DULUTH-SUPERIOR | 35,300 | .16 |
| 146 | ODESSA-MIDLAND | 35,100 | .16 |
| 147 | ROCKFORD | 34,700 | .15 |
| 148 | IDAHO FALLS-POCATELLO | 33,900 | .15 |
| 149 | BLUEFIELD-BECKLEY-OAK HILL | 32,700 | .15 |
| 150 | WHEELING-STEUBENVILLE | 31,600 | .14 |
| 151 | JOPLIN-PITTSBURG | 30,500 | .14 |
| 152 | BANGOR | 30,300 | .14 |
| 153 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 30,100 | .13 |
| 154 | BILOXI-GULFPORT-PASCAGOULA | 29,000 | .13 |
| 155 | GAINESVILLE | 28,700 | .13 |
| 156 | LAUREL-HATTIESBURG | 28,200 | .13 |
| 157 | ROCHESTER-MASON CITY-AUSTIN | 27,700 | .12 |
| 158 | UTICA | 26,700 | .12 |
| 159 | MEDFORD | 26,000 | .12 |
| 160 | ABILENE-SWEETWATER | 25,900 | .12 |
| 160 | QUINCY-HANNIBAL | 25,900 | .12 |
| 162 | GREENWOOD-GREENVILLE | 25,500 | .11 |
| 163 | WATERTOWN-CARTHAGE | 25,300 | .11 |
| 164 | CLARKSBURG-WESTON | 24,800 | .11 |
| 165 | HARRISONBURG | 24,500 | .11 |
| 166 | ALEXANDRIA, LA | 24,300 | .11 |
| 167 | PALM SPRINGS | 22,900 | .10 |
| 168 | DOTHAN | 22,200 | .10 |
| 169 | PANAMA CITY | 21,500 | .10 |
| 170 | LAKE CHARLES | 21,400 | .10 |
| 171 | SALISBURY | 21,300 | .09 |
| 172 | EL CENTRO-YUMA | 20,900 | .09 |
| 173 | ELMIRA | 20,600 | .09 |
| 174 | RAPID CITY | 20,200 | .09 |
| 175 | TUSCALOOSA | 19,000 | .08 |
| 176 | LAFAYETTE, IN | 18,600 | .08 |
| 177 | BILLINGS-HARDIN | 18,400 | .08 |
| 178 | MERIDIAN | 18,100 | .08 |
| 179 | LAREDO | 17,600 | .08 |
| 180 | JONESBORO | 17,500 | .08 |
| 181 | ARDMORE-ADA | 16,300 | .07 |
| 182 | MISSOULA | 16,000 | .07 |
| 183 | SARASOTA | 15,500 | .07 |
| 184 | GRAND JUNCTION-DURANGO | 14,600 | .07 |
| 185 | MARQUETTE | 14,100 | .06 |
| 186 | JACKSON, TN | 13,900 | .06 |
| 187 | GREAT FALLS | 13,500 | .06 |
| 188 | BOWLING GREEN | 13,400 | .06 |
| 189 | PARKERSBURG | 12,900 | .06 |
| 189 | SAN ANGELO | 12,900 | .06 |
| 191 | CHARLOTTESVILLE | 12,800 | .06 |
| 192 | FLAGSTAFF | 12,300 | .05 |
| 193 | EUREKA | 12,100 | .05 |
| 193 | ST. JOSEPH | 12,100 | .05 |
| 195 | ANNISTON | 11,900 | .05 |
| 196 | BUTTE | 11,500 | .05 |
| 197 | MANKATO | 9,800 | .04 |
| 198 | HAGERSTOWN | 9,700 | .04 |
| 198 | LIMA | 9,700 | .04 |
| 200 | CHEYENNE-SCOTTSBLUFF (STERLING) | 9,400 | .04 |
| 201 | CASPER-RIVERTON | 9,000 | .04 |
| 202 | OTTUMWA-KIRKSVILLE | 8,700 | .04 |
| 203 | TWIN FALLS | 8,000 | .04 |
| 204 | JANESVILLE | 7,600 | .03 |
| 205 | PRESQUE ISLE | 7,500 | .03 |
| 206 | VICTORIA | 6,700 | .03 |
| 207 | BEND | 5,300 | .02 |
| 208 | HELENA | 3,900 | .02 |
| 209 | NORTH PLATTE | 3,400 | .02 |
| 210 | ALPENA | 3,200 | .01 |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK WOMEN 12-24** US TOTAL 3,294,400

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 335,100 | 10.17 |
| 2 | CHICAGO | 169,200 | 5.14 |
| 3 | PHILADELPHIA | 123,200 | 3.74 |
| 4 | LOS ANGELES | 120,000 | 3.64 |
| 5 | WASHINGTON, DC | 113,600 | 3.45 |
| 6 | DETROIT | 111,100 | 3.37 |
| 7 | ATLANTA | 104,700 | 3.18 |
| 8 | HOUSTON | 77,300 | 2.35 |
| 9 | MEMPHIS | 71,700 | 2.18 |
| 10 | DALLAS-FT. WORTH | 69,300 | 2.10 |
| 11 | RALEIGH-DURHAM | 66,800 | 2.03 |
| 12 | BALTIMORE | 65,100 | 1.98 |
| 13 | MIAMI-FT. LAUDERDALE | 64,500 | 1.96 |
| 14 | NEW ORLEANS | 60,600 | 1.84 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 55,200 | 1.68 |
| 16 | CLEVELAND | 50,200 | 1.52 |
| 17 | SAN FRANCISCO-OAKLAND-SAN JOSE | 49,300 | 1.50 |
| 18 | ST. LOUIS | 48,500 | 1.47 |
| 19 | JACKSON, MS | 43,600 | 1.32 |
| 20 | CHARLOTTE | 42,700 | 1.30 |
| 21 | COLUMBIA, SC | 38,000 | 1.15 |
| 22 | RICHMOND | 35,600 | 1.08 |
| 23 | BIRMINGHAM | 34,500 | 1.05 |
| 24 | SHREVEPORT-TEXARKANA | 31,500 | .96 |
| 25 | MONTGOMERY-SELMA | 30,100 | .91 |
| 25 | TAMPA-ST. PETERSBURG | 30,100 | .91 |
| 27 | GREENSBORO-WINSTON SALEM-HIGH POINT | 29,500 | .90 |
| 28 | BATON ROUGE | 28,300 | .86 |
| 28 | GREENVILLE-SPARTANBURG-ASHEVILLE | 28,300 | .86 |
| 30 | ORLANDO-DAYTONA BEACH-MELBOURNE | 28,200 | .86 |
| 31 | BOSTON | 28,100 | .85 |
| 32 | MOBILE-PENSACOLA | 27,700 | .84 |
| 33 | MILWAUKEE | 27,500 | .83 |
| 34 | JACKSONVILLE | 26,900 | .82 |
| 35 | NASHVILLE | 25,800 | .78 |
| 36 | LITTLE ROCK | 25,400 | .77 |
| 37 | SAVANNAH | 24,200 | .73 |
| 38 | CHARLESTON, SC | 24,100 | .73 |
| 39 | AUGUSTA | 23,900 | .73 |
| 40 | KANSAS CITY | 22,900 | .70 |
| 41 | INDIANAPOLIS | 22,800 | .69 |
| 42 | HARTFORD-NEW HAVEN | 22,100 | .67 |
| 43 | TALLAHASSEE-THOMASVILLE | 22,000 | .67 |
| 44 | CINCINNATI | 21,800 | .66 |
| 45 | MACON | 21,300 | .65 |
| 46 | COLUMBUS, GA | 21,000 | .64 |
| 47 | GREENVILLE-NEW BERN-WASHINGTON | 20,700 | .63 |
| 47 | MONROE-EL DORADO | 20,700 | .63 |
| 49 | PITTSBURGH | 19,600 | .59 |
| 50 | COLUMBUS, OH | 19,000 | .58 |
| 51 | COLUMBUS-TUPELO | 17,800 | .54 |
| 52 | GREENWOOD-GREENVILLE | 17,700 | .54 |
| 53 | ALBANY, GA | 16,900 | .51 |
| 53 | FLORENCE-MYRTLE BEACH | 16,900 | .51 |
| 55 | SACRAMENTO-STOCKTON | 16,600 | .50 |
| 56 | SAN DIEGO | 16,500 | .50 |
| 57 | ROANOKE-LYNCHBURG | 15,900 | .48 |
| 57 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 15,900 | .48 |
| 59 | LAFAYETTE, LA | 15,800 | .48 |
| 60 | LOUISVILLE | 15,500 | .47 |
| 61 | FLINT-SAGINAW-BAY CITY | 15,100 | .46 |
| 62 | DAYTON | 15,000 | .46 |
| 63 | BUFFALO | 14,300 | .43 |
| 64 | SEATTLE-TACOMA | 13,700 | .42 |
| 65 | OKLAHOMA CITY | 13,300 | .40 |
| 65 | WACO-TEMPLE-BRYAN | 13,300 | .40 |
| 67 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 12,900 | .39 |
| 68 | HUNTSVILLE-DECATUR-FLORENCE | 12,100 | .37 |
| 69 | TYLER-LONGVIEW-JACKSONVILLE | 11,400 | .35 |
| 70 | ROCHESTER, NY | 11,000 | .33 |
| 71 | WILMINGTON | 10,900 | .33 |
| 72 | MINNEAPOLIS-ST. PAUL | 10,700 | .32 |
| 73 | BEAUMONT-PORT ARTHUR | 10,500 | .32 |
| 74 | LAUREL-HATTIESBURG | 10,300 | .31 |
| 75 | AUSTIN, TX | 9,900 | .30 |
| 75 | SAN ANTONIO | 9,900 | .30 |
| 77 | DENVER | 9,800 | .30 |
| 78 | TOLEDO | 8,500 | .26 |
| 78 | TULSA | 8,500 | .26 |
| 80 | MERIDIAN | 8,400 | .25 |
| 81 | PHOENIX | 8,300 | .25 |
| 82 | LAS VEGAS | 8,200 | .25 |
| 83 | CHATTANOOGA | 7,600 | .23 |
| 83 | SPRINGFIELD-DECATUR-CHAMPAIGN | 7,600 | .23 |
| 85 | SOUTH BEND-ELKHART | 7,600 | .23 |
| 86 | BILOXI-GULFPORT-PASCAGOULA | 7,400 | .22 |
| 87 | ALEXANDRIA, LA | 6,900 | .21 |
| 87 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 6,900 | .21 |
| 89 | HARRISBURG-YORK-LANCASTER-LEBANON | 6,700 | .20 |
| 90 | YOUNGSTOWN | 6,600 | .20 |
| 91 | SYRACUSE | 6,200 | .19 |
| 92 | ALBANY-SCHENECTADY-TROY | 5,900 | .18 |
| 92 | FRESNO-VISALIA | 5,900 | .18 |
| 94 | LANSING | 5,800 | .18 |
| 95 | DOTHAN | 5,700 | .17 |
| 95 | LEXINGTON | 5,700 | .17 |
| 95 | OMAHA | 5,700 | .17 |
| 95 | SALISBURY | 5,700 | .17 |
| 99 | TUSCALOOSA | 5,500 | .17 |
| 100 | KNOXVILLE | 5,200 | .16 |
| 100 | LAKE CHARLES | 5,200 | .16 |
| 102 | GAINESVILLE | 5,100 | .15 |
| 102 | PROVIDENCE-NEW BEDFORD | 5,100 | .15 |
| 104 | WICHITA-HUTCHINSON | 5,000 | .15 |
| 105 | PORTLAND, OR | 4,800 | .15 |
| 105 | SPRINGFIELD, MA | 4,800 | .15 |
| 107 | PEORIA-BLOOMINGTON | 4,600 | .14 |
| 108 | WICHITA FALLS-LAWTON | 4,200 | .13 |
| 109 | FT. MYERS-NAPLES | 4,000 | .12 |
| 110 | FT. WAYNE | 3,900 | .12 |
| 111 | JACKSON, TN | 3,700 | .11 |
| 112 | PANAMA CITY | 3,600 | .11 |
| 113 | COLORADO SPRINGS-PUEBLO | 3,400 | .10 |
| 114 | ROCKFORD | 3,200 | .10 |
| 115 | CHARLESTON-HUNTINGTON | 3,100 | .09 |
| 115 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,100 | .09 |
| 115 | TOPEKA | 3,100 | .09 |
| 118 | ANNISTON | 2,900 | .09 |
| 118 | EVANSVILLE | 2,900 | .09 |
| 120 | BAKERSFIELD | 2,700 | .08 |
| 121 | TUCSON | 2,600 | .08 |
| 122 | EL PASO | 2,500 | .08 |
| 122 | LUBBOCK | 2,500 | .08 |
| 122 | SALINAS-MONTEREY | 2,500 | .08 |
| 125 | ALBUQUERQUE | 2,400 | .07 |
| 126 | MADISON | 2,200 | .07 |
| 127 | CHARLOTTESVILLE | 2,100 | .06 |
| 127 | COLUMBIA-JEFFERSON CITY | 2,100 | .06 |
| 129 | ERIE | 2,000 | .06 |
| 130 | DES MOINES | 1,900 | .06 |
| 131 | BLUEFIELD-BECKLEY-OAK HILL | 1,800 | .05 |
| 132 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,700 | .05 |
| 133 | AMARILLO | 1,600 | .05 |
| 133 | ODESSA-MIDLAND | 1,600 | .05 |
| 135 | CORPUS CHRISTI | 1,500 | .05 |
| 136 | HARRISONBURG | 1,400 | .04 |
| 136 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 1,400 | .04 |
| 136 | WILKES BARRE-SCRANTON | 1,400 | .04 |
| 139 | LIMA | 1,300 | .04 |
| 139 | SARASOTA | 1,300 | .04 |
| 139 | UTICA | 1,300 | .04 |
| 142 | ABILENE-SWEETWATER | 1,200 | .04 |
| 142 | FT. SMITH | 1,200 | .04 |
| 142 | JOHNSTOWN-ALTOONA | 1,200 | .04 |
| 145 | SALT LAKE CITY | 1,100 | .03 |
| 146 | BOWLING GREEN | 1,000 | .03 |
| 146 | JONESBORO | 1,000 | .03 |
| 146 | SPRINGFIELD, MO | 1,000 | .03 |
| 149 | ARDMORE-ADA | 900 | .03 |
| 149 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 900 | .03 |
| 149 | QUINCY-HANNIBAL | 900 | .03 |
| 149 | TERRE HAUTE | 900 | .03 |
| 153 | BINGHAMTON | 800 | .02 |
| 153 | LINCOLN-HASTINGS-KEARNEY | 800 | .02 |
| 153 | RENO | 800 | .02 |
| 153 | WATERTOWN-CARTHAGE | 800 | .02 |
| 153 | WHEELING-STEUBENVILLE | 800 | .02 |
| 158 | SPOKANE | 700 | .02 |
| 158 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 700 | .02 |
| 160 | ELMIRA | 600 | .02 |
| 160 | LAFAYETTE, IN | 600 | .02 |
| 160 | PALM SPRINGS | 600 | .02 |
| 160 | PORTLAND-POLAND SPRING | 600 | .02 |
| 164 | EL CENTRO-YUMA | 500 | .02 |
| 164 | SAN ANGELO | 500 | .02 |
| 164 | VICTORIA | 500 | .02 |
| 167 | CHICO-REDDING | 400 | .01 |
| 167 | EUGENE | 400 | .01 |
| 167 | JOPLIN-PITTSBURG | 400 | .01 |
| 167 | ST. JOSEPH | 400 | .01 |
| 167 | TRAVERSE CITY-CADILLAC | 400 | .01 |
| 167 | ZANESVILLE | 400 | .01 |
| 173 | BURLINGTON-PLATTSBURGH | 300 | .01 |
| 173 | CLARKSBURG-WESTON | 300 | .01 |
| 173 | FARGO | 300 | .01 |
| 173 | HAGERSTOWN | 300 | .01 |
| 173 | LA CROSSE-EAU CLAIRE | 300 | .01 |
| 173 | SIOUX CITY | 300 | .01 |
| 179 | CHEYENNE-SCOTTSBLUFF (STERLING) | 200 | .01 |
| 179 | FLAGSTAFF | 200 | .01 |
| 179 | MARQUETTE | 200 | .01 |
| 179 | MCALLEN-BROWNSVILLE: LRGV | 200 | .01 |
| 179 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 200 | .01 |
| 179 | OTTUMWA-KIRKSVILLE | 200 | .01 |
| 179 | PARKERSBURG | 200 | .01 |
| 179 | RAPID CITY | 200 | .01 |
| 187 | BANGOR | 100 | - |
| 187 | BOISE | 100 | - |
| 187 | DULUTH-SUPERIOR | 100 | - |
| 187 | EUREKA | 100 | - |
| 187 | GREAT FALLS | 100 | - |
| 187 | GREEN BAY-APPLETON | 100 | - |
| 187 | MANKATO | 100 | - |
| 187 | MEDFORD | 100 | - |
| 187 | MISSOULA | 100 | - |
| 187 | PRESQUE ISLE | 100 | - |
| 187 | ROCHESTER-MASON CITY-AUSTIN | 100 | - |
| 187 | SIOUX FALLS-MITCHELL | 100 | - |
| 187 | WAUSAU-RHINELANDER | 100 | - |
| 200 | ALPENA | | |
| 200 | BEND | | |
| 200 | BILLINGS-HARDIN | | |
| 200 | BUTTE | | |
| 200 | CASPER-RIVERTON | | |
| 200 | GRAND JUNCTION-DURANGO | | |
| 200 | HELENA | | |
| 200 | IDAHO FALLS-POCATELLO | | |
| 200 | LAREDO | | |
| 200 | NORTH PLATTE | | |
| 200 | TWIN FALLS | | |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC WOMEN 12-24

US TOTAL 2,593,000

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 570,700 | 22.01 |
| 2 | NEW YORK | 306,300 | 11.81 |
| 3 | CHICAGO | 106,200 | 4.10 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 98,300 | 3.79 |
| 5 | MIAMI-FT. LAUDERDALE | 96,600 | 3.73 |
| 6 | HOUSTON | 95,800 | 3.69 |
| 7 | SAN ANTONIO | 93,700 | 3.61 |
| 8 | MCALLEN-BROWNSVILLE: LRGV | 79,100 | 3.05 |
| 9 | DALLAS-FT. WORTH | 67,800 | 2.61 |
| 10 | SAN DIEGO | 63,900 | 2.46 |
| 11 | EL PASO | 63,700 | 2.46 |
| 12 | FRESNO-VISALIA | 56,000 | 2.16 |
| 13 | ALBUQUERQUE | 52,100 | 2.01 |
| 14 | PHOENIX | 51,400 | 1.98 |
| 15 | SACRAMENTO-STOCKTON | 47,400 | 1.83 |
| 16 | PHILADELPHIA | 36,400 | 1.40 |
| 17 | DENVER | 33,300 | 1.28 |
| 18 | CORPUS CHRISTI | 31,100 | 1.20 |
| 19 | BOSTON | 31,000 | 1.20 |
| 20 | WASHINGTON, DC | 26,800 | 1.03 |
| 21 | TUCSON | 25,500 | .98 |
| 22 | AUSTIN, TX | 24,100 | .93 |
| 23 | SALINAS-MONTEREY | 21,900 | .84 |
| 24 | HARTFORD-NEW HAVEN | 19,100 | .74 |
| 25 | TAMPA-ST. PETERSBURG | 18,600 | .72 |
| 26 | BAKERSFIELD | 16,600 | .64 |
| 26 | LAREDO | 16,600 | .64 |
| 28 | ORLANDO-DAYTONA BEACH-MELBOURNE | 15,700 | .61 |
| 29 | ODESSA-MIDLAND | 15,100 | .58 |
| 29 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 15,100 | .58 |
| 31 | EL CENTRO-YUMA | 14,000 | .54 |
| 32 | LUBBOCK | 13,400 | .52 |
| 33 | SEATTLE-TACOMA | 12,500 | .48 |
| 34 | SALT LAKE CITY | 11,400 | .44 |
| 35 | COLORADO SPRINGS-PUEBLO | 11,300 | .44 |
| 36 | PALM SPRINGS | 11,200 | .43 |
| 37 | WACO-TEMPLE-BRYAN | 10,800 | .42 |
| 38 | DETROIT | 10,600 | .41 |
| 39 | AMARILLO | 10,200 | .39 |
| 40 | LAS VEGAS | 9,800 | .38 |
| 41 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 9,300 | .36 |
| 42 | PORTLAND, OR | 9,200 | .35 |
| 43 | MILWAUKEE | 9,000 | .35 |
| 44 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 8,600 | .33 |
| 45 | PROVIDENCE-NEW BEDFORD | 7,600 | .29 |
| 46 | ATLANTA | 7,500 | .29 |
| 46 | SPRINGFIELD, MA | 7,500 | .29 |
| 48 | CLEVELAND | 7,400 | .29 |
| 49 | MINNEAPOLIS-ST. PAUL | 6,300 | .24 |
| 50 | KANSAS CITY | 6,100 | .24 |
| 51 | NEW ORLEANS | 5,900 | .23 |
| 51 | WICHITA-HUTCHINSON | 5,900 | .23 |
| 53 | OKLAHOMA CITY | 5,800 | .22 |
| 54 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 5,600 | .22 |
| 55 | TOLEDO | 5,300 | .20 |
| 56 | ABILENE-SWEETWATER | 5,100 | .20 |
| 56 | FT. MYERS-NAPLES | 5,100 | .20 |
| 58 | RENO | 4,700 | .18 |
| 59 | HARRISBURG-YORK-LANCASTER-LEBANON | 4,300 | .17 |
| 60 | FLINT-SAGINAW-BAY CITY | 4,100 | .16 |
| 60 | ROCHESTER, NY | 4,100 | .16 |
| 60 | SAN ANGELO | 4,100 | .16 |
| 63 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 4,000 | .15 |
| 64 | BUFFALO | 3,900 | .15 |
| 65 | CHICO-REDDING | 3,600 | .14 |
| 65 | SPOKANE | 3,600 | 1 |
| 65 | WICHITA FALLS-LAWTON | 3,600 | . |
| 68 | BOISE | 3,500 | .13 |
| 68 | ST. LOUIS | 3,500 | .13 |
| 68 | TYLER-LONGVIEW-JACKSONVILLE | 3,500 | .13 |
| 71 | RALEIGH-DURHAM | 3,400 | .13 |
| 72 | BALTIMORE | 3,300 | .13 |
| 73 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 2,900 | .11 |
| 73 | VICTORIA | 2,900 | .11 |
| 75 | JACKSONVILLE | 2,800 | .11 |
| 76 | LANSING | 2,700 | .10 |
| 77 | ALBANY-SCHENECTADY-TROY | 2,600 | .10 |
| 77 | IDAHO FALLS-POCATELLO | 2,600 | .10 |
| 77 | INDIANAPOLIS | 2,600 | .10 |
| 80 | SYRACUSE | 2,300 | .09 |
| 80 | TULSA | 2,300 | .09 |
| 82 | OMAHA | 2,200 | .08 |
| 83 | BEAUMONT-PORT ARTHUR | 2,000 | .08 |
| 84 | MEDFORD | 1,800 | .07 |
| 84 | PITTSBURGH | 1,800 | .07 |
| 84 | TOPEKA | 1,800 | .07 |
| 87 | GRAND JUNCTION-DURANGO | 1,700 | .07 |
| 87 | GREENVILLE-NEW BERN-WASHINGTON | 1,700 | .07 |
| 87 | NASHVILLE | 1,700 | .07 |
| 87 | SOUTH BEND-ELKHART | 1,700 | .07 |
| 91 | CHARLOTTE | 1,600 | .06 |
| 91 | MOBILE-PENSACOLA | 1,600 | .06 |
| 91 | SHREVEPORT-TEXARKANA | 1,600 | .06 |
| 94 | COLUMBUS, OH | 1,500 | .06 |
| 94 | EUGENE | 1,500 | .06 |
| 94 | GAINESVILLE | 1,500 | .06 |
| 97 | CHEYENNE-SCOTTSBLUFF (STERLING) | 1,400 | .05 |
| 97 | ROCKFORD | 1,400 | .05 |
| 97 | TALLAHASSEE-THOMASVILLE | 1,400 | .05 |
| 100 | FLAGSTAFF | 1,300 | .05 |
| 100 | FT. WAYNE | 1,300 | .05 |
| 100 | SAVANNAH | 1,300 | .05 |
| 100 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,300 | .05 |
| 104 | DAYTON | 1,200 | .05 |
| 104 | DES MOINES | 1,200 | .05 |
| 104 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,200 | .05 |
| 104 | LINCOLN-HASTINGS-KEARNEY | 1,200 | .05 |
| 108 | GREEN BAY-APPLETON | 1,100 | .04 |
| 108 | MADISON | 1,100 | .04 |
| 108 | WILKES BARRE-SCRANTON | 1,100 | .04 |
| 111 | LOUISVILLE | 1,000 | .04 |
| 111 | PEORIA-BLOOMINGTON | 1,000 | .04 |
| 113 | ALBANY, GA | 900 | .03 |
| 113 | CINCINNATI | 900 | .03 |
| 113 | COLUMBUS, GA | 900 | .03 |
| 113 | GREENSBORO-WINSTON SALEM-HIGH POINT | 900 | .03 |
| 113 | MEMPHIS | 900 | .03 |
| 113 | RICHMOND | 900 | .03 |
| 113 | SPRINGFIELD, MO | 900 | .03 |
| 113 | YOUNGSTOWN | 900 | .03 |
| 121 | ALEXANDRIA, LA | 800 | .03 |
| 121 | BATON ROUGE | 800 | .03 |
| 121 | BINGHAMTON | 800 | .03 |
| 121 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 800 | .03 |
| 121 | CHARLESTON, SC | 800 | .03 |
| 121 | COLUMBIA, SC | 800 | .03 |
| 121 | EUREKA | 800 | .03 |
| 121 | FARGO | 800 | .03 |
| 121 | FT. SMITH | 800 | .03 |
| 130 | BILLINGS-HARDIN | 700 | .03 |
| 130 | LITTLE ROCK | 700 | .03 |
| 130 | PORTLAND-POLAND SPRING | 700 | .03 |
| 130 | ROANOKE-LYNCHBURG | 700 | .03 |
| 134 | BURLINGTON-PLATTSBURGH | 600 | .02 |
| 134 | CHATTANOOGA | 600 | .02 |
| 134 | JOHNSTOWN-ALTOONA | 600 | .02 |
| 134 | LAFAYETTE, LA | 600 | .02 |
| 134 | LEXINGTON | 600 | .02 |
| 134 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 600 | .02 |
| 134 | SARASOTA | 600 | .02 |
| 134 | TWIN FALLS | 600 | .02 |
| 142 | AUGUSTA | 500 | .02 |
| 142 | BIRMINGHAM | 500 | .02 |
| 142 | CASPER-RIVERTON | 500 | .02 |
| 142 | HUNTSVILLE-DECATUR-FLORENCE | 500 | .02 |
| 142 | LA CROSSE-EAU CLAIRE | 500 | .02 |
| 142 | RAPID CITY | 500 | .02 |
| 142 | ROCHESTER-MASON CITY-AUSTIN | 500 | .02 |
| 142 | SIOUX CITY | 500 | .02 |
| 142 | UTICA | 500 | .02 |
| 151 | BANGOR | 400 | .02 |
| 151 | BILOXI-GULFPORT-PASCAGOULA | 400 | .02 |
| 151 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 400 | .02 |
| 151 | CHARLESTON-HUNTINGTON | 400 | .02 |
| 151 | COLUMBIA-JEFFERSON CITY | 400 | .02 |
| 151 | DOTHAN | 400 | .02 |
| 151 | ERIE | 400 | .02 |
| 151 | HARRISONBURG | 400 | .02 |
| 151 | JOPLIN-PITTSBURG | 400 | .02 |
| 151 | KNOXVILLE | 400 | .02 |
| 151 | LAFAYETTE, IN | 400 | .02 |
| 151 | PANAMA CITY | 400 | .02 |
| 151 | WATERTOWN-CARTHAGE | 400 | .02 |
| 164 | COLUMBUS-TUPELO | 300 | .01 |
| 164 | EVANSVILLE | 300 | .01 |
| 164 | GREAT FALLS | 300 | .01 |
| 164 | JACKSON, MS | 300 | .01 |
| 164 | MACON | 300 | .01 |
| 164 | SALISBURY | 300 | .01 |
| 164 | TRAVERSE CITY-CADILLAC | 300 | .01 |
| 171 | ARDMORE-ADA | 200 | .01 |
| 171 | BEND | 200 | .01 |
| 171 | BUTTE | 200 | .01 |
| 171 | CHARLOTTESVILLE | 200 | .01 |
| 171 | DULUTH-SUPERIOR | 200 | .01 |
| 171 | ELMIRA | 200 | .01 |
| 171 | LAKE CHARLES | 200 | .01 |
| 171 | MARQUETTE | 200 | .01 |
| 171 | MONROE-EL DORADO | 200 | .01 |
| 171 | MONTGOMERY-SELMA | 200 | .01 |
| 171 | NORTH PLATTE | 200 | .01 |
| 171 | QUINCY-HANNIBAL | 200 | .01 |
| 171 | ST. JOSEPH | 200 | .01 |
| 171 | WAUSAU-RHINELANDER | 200 | .01 |
| 171 | WILMINGTON | 200 | .01 |
| 186 | ANNISTON | 100 | - |
| 186 | BLUEFIELD-BECKLEY-OAK HILL | 100 | - |
| 186 | BOWLING GREEN | 100 | - |
| 186 | FLORENCE-MYRTLE BEACH | 100 | - |
| 186 | GREENWOOD-GREENVILLE | 100 | - |
| 186 | HAGERSTOWN | 100 | - |
| 186 | HELENA | 100 | - |
| 186 | JONESBORO | 100 | - |
| 186 | LAUREL-HATTIESBURG | 100 | - |
| 186 | LIMA | 100 | - |
| 186 | MANKATO | 100 | - |
| 186 | MERIDIAN | 100 | - |
| 186 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 100 | - |
| 186 | MISSOULA | 100 | - |
| 186 | OTTUMWA-KIRKSVILLE | 100 | - |
| 186 | PRESQUE ISLE | 100 | - |
| 186 | SIOUX FALLS-MITCHELL | 100 | - |
| 186 | TERRE HAUTE | 100 | - |
| 186 | TUSCALOOSA | 100 | - |
| 186 | WHEELING-STEUBENVILLE | 100 | - |
| 206 | ALPENA | | |
| 206 | CLARKSBURG-WESTON | | |
| 206 | JACKSON, TN | | |
| 206 | PARKERSBURG | | |
| 206 | ZANESVILLE | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL WOMEN 18-34

US TOTAL 33,461,600

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 2,520,100 | 7.53 |
| 2 | LOS ANGELES | 2,104,000 | 6.29 |
| 3 | CHICAGO | 1,144,200 | 3.42 |
| 4 | PHILADELPHIA | 967,400 | 2.89 |
| 5 | BOSTON | 834,200 | 2.49 |
| 6 | SAN FRANCISCO-OAKLAND-SAN JOSE | 814,100 | 2.43 |
| 7 | WASHINGTON, DC | 720,300 | 2.15 |
| 8 | DALLAS-FT. WORTH | 690,500 | 2.06 |
| 9 | DETROIT | 643,100 | 1.92 |
| 10 | ATLANTA | 585,300 | 1.75 |
| 11 | HOUSTON | 575,800 | 1.72 |
| 12 | MINNEAPOLIS-ST. PAUL | 512,300 | 1.53 |
| 13 | CLEVELAND | 480,100 | 1.44 |
| 14 | SEATTLE-TACOMA | 473,300 | 1.41 |
| 15 | MIAMI-FT.LAUDERDALE | 429,700 | 1.28 |
| 16 | SACRAMENTO-STOCKTON | 383,700 | 1.15 |
| 17 | ST. LOUIS | 380,100 | 1.14 |
| 18 | SAN DIEGO | 373,600 | 1.12 |
| 19 | BALTIMORE | 364,000 | 1.09 |
| 20 | PITTSBURGH | 363,600 | 1.09 |
| 21 | DENVER | 359,100 | 1.07 |
| 22 | PHOENIX | 354,200 | 1.06 |
| 23 | TAMPA-ST.PETERSBURG | 341,300 | 1.02 |
| 24 | HARTFORD-NEW HAVEN | 338,200 | 1.01 |
| 25 | INDIANAPOLIS | 313,900 | .94 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 300,900 | .90 |
| 27 | RALEIGH-DURHAM | 288,800 | .86 |
| 28 | CINCINNATI | 277,000 | .83 |
| 29 | MILWAUKEE | 275,000 | .82 |
| 30 | CHARLOTTE | 269,900 | .81 |
| 31 | KANSAS CITY | 269,600 | .81 |
| 32 | PORTLAND, OR | 267,800 | .80 |
| 33 | COLUMBUS, OH | 263,600 | .79 |
| 34 | NASHVILLE | 259,500 | .78 |
| 35 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 249,800 | .75 |
| 36 | SALT LAKE CITY | 245,300 | .73 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 230,200 | .69 |
| 38 | SAN ANTONIO | 228,500 | .68 |
| 39 | NEW ORLEANS | 226,100 | .68 |
| 40 | MEMPHIS | 225,100 | .67 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 217,600 | .65 |
| 42 | BUFFALO | 213,000 | .64 |
| 43 | PROVIDENCE-NEW BEDFORD | 211,500 | .63 |
| 44 | OKLAHOMA CITY | 194,700 | .58 |
| 45 | HARRISBURG-YORK-LANCASTER-LEBANON | 190,200 | .57 |
| 46 | LOUISVILLE | 189,800 | .57 |
| 47 | GREENSBORO-WINSTON SALEM-HIGH POINT | 183,000 | .55 |
| 48 | ALBUQUERQUE | 179,700 | .54 |
| 49 | FRESNO-VISALIA | 176,800 | .53 |
| 50 | ALBANY-SCHENECTADY-TROY | 172,600 | .52 |
| 51 | BIRMINGHAM | 171,600 | .51 |
| 52 | DAYTON | 171,400 | .51 |
| 53 | JACKSONVILLE | 169,600 | .51 |
| 54 | FLINT-SAGINAW-BAY CITY | 161,700 | .48 |
| 54 | WILKES BARRE-SCRANTON | 161,700 | .48 |
| 56 | RICHMOND | 160,500 | .48 |
| 57 | AUSTIN, TX | 156,200 | .47 |
| 58 | CHARLESTON-HUNTINGTON | 155,400 | .46 |
| 59 | SYRACUSE | 150,800 | .45 |
| 60 | LITTLE ROCK | 150,500 | .45 |
| 61 | MOBILE-PENSACOLA | 147,500 | .44 |
| 62 | TOLEDO | 145,400 | .43 |
| 63 | KNOXVILLE | 141,900 | .42 |
| 64 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 141,500 | .42 |
| 65 | TULSA | 138,900 | .42 |
| 66 | ROANOKE-LYNCHBURG | 136,300 | .41 |
| 67 | ROCHESTER, NY | 134,100 | .40 |
| 68 | WICHITA-HUTCHINSON | 132,200 | .40 |
| 69 | LEXINGTON | 131,500 | .39 |
| 70 | GREEN BAY-APPLETON | 129,300 | .39 |
| 71 | PORTLAND-POLAND SPRING | 126,600 | .38 |
| 72 | DES MOINES | 121,500 | .36 |
| 73 | COLUMBIA, SC | 120,300 | .36 |
| 74 | OMAHA | 119,700 | .36 |
| 75 | SHREVEPORT-TEXARKANA | 118,700 | .35 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 117,700 | .35 |
| 77 | EL PASO | 110,100 | .33 |
| 78 | TUCSON | 108,100 | .32 |
| 79 | LAS VEGAS | 107,700 | .32 |
| 80 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 107,600 | .32 |
| 81 | WACO-TEMPLE-BRYAN | 106,800 | .32 |
| 82 | JACKSON, MS | 105,800 | .32 |
| 83 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 105,400 | .32 |
| 84 | BATON ROUGE | 104,000 | .31 |
| 85 | CHATTANOOGA | 102,900 | .31 |
| 86 | SOUTH BEND-ELKHART | 102,300 | .31 |
| 87 | MADISON | 101,700 | .30 |
| 88 | JOHNSTOWN-ALTOONA | 100,800 | .30 |
| 89 | SPOKANE | 100,500 | .30 |
| 90 | HUNTSVILLE-DECATUR-FLORENCE | 99,500 | .30 |
| 90 | SPRINGFIELD, MA | 99,500 | .30 |
| 92 | SPRINGFIELD, MO | 98,300 | .29 |
| 93 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 95,600 | .29 |
| 94 | LANSING | 95,100 | .28 |
| 95 | MCALLEN-BROWNSVILLE: LRGV | 94,000 | .28 |
| 96 | CHARLESTON, SC | 92,100 | .28 |
| 97 | SAVANNAH | 92,000 | .28 |
| 98 | BURLINGTON-PLATTSBURGH | 90,400 | .27 |
| 98 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 90,400 | .27 |
| 100 | GREENVILLE-NEW BERN-WASHINGTON | 89,800 | .27 |
| 101 | SALINAS-MONTEREY | 85,700 | .26 |
| 102 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 84,200 | .25 |
| 103 | EVANSVILLE | 83,900 | .25 |
| 104 | COLORADO SPRINGS-PUEBLO | 83,700 | .25 |
| 105 | YOUNGSTOWN | 82,900 | .25 |
| 106 | TALLAHASSEE-THOMASVILLE | 81,200 | .24 |
| 107 | FT. WAYNE | 80,300 | .24 |
| 108 | PEORIA-BLOOMINGTON | 77,200 | .23 |
| 109 | AUGUSTA | 77,000 | .23 |
| 110 | LINCOLN-HASTINGS-KEARNEY | 76,300 | .23 |
| 111 | MONTGOMERY-SELMA | 76,000 | .23 |
| 112 | FARGO | 72,500 | .22 |
| 113 | COLUMBUS, GA | 71,300 | .21 |
| 114 | LAFAYETTE, LA | 70,400 | .21 |
| 115 | MACON | 68,200 | .20 |
| 116 | TYLER-LONGVIEW-JACKSONVILLE | 67,600 | .20 |
| 117 | SIOUX FALLS-MITCHELL | 67,100 | .20 |
| 118 | FT. MYERS-NAPLES | 65,700 | .20 |
| 119 | CORPUS CHRISTI | 63,500 | .19 |
| 120 | LA CROSSE-EAU CLAIRE | 63,200 | .19 |
| 121 | EUGENE | 63,100 | .19 |
| 122 | BAKERSFIELD | 62,900 | .19 |
| 123 | COLUMBUS-TUPELO | 62,200 | .19 |
| 124 | RENO | 62,000 | .19 |
| 125 | MONROE-EL DORADO | 61,800 | .18 |
| 126 | FT. SMITH | 61,400 | .18 |
| 127 | TOPEKA | 56,000 | .17 |
| 128 | TRAVERSE CITY-CADILLAC | 55,500 | .17 |
| 129 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 54,800 | .16 |
| 130 | FLORENCE-MYRTLE BEACH | 54,400 | .16 |
| 131 | AMARILLO | 54,100 | .16 |
| 132 | BINGHAMTON | 54,000 | .16 |
| 133 | LUBBOCK | 52,900 | .16 |
| 134 | WAUSAU-RHINELANDER | 51,900 | .16 |
| 135 | ERIE | 51,700 | .15 |
| 136 | BEAUMONT-PORT ARTHUR | 51,200 | .15 |
| 136 | COLUMBIA-JEFFERSON CITY | 51,200 | .15 |
| 138 | ROCKFORD | 50,900 | .15 |
| 139 | WICHITA FALLS-LAWTON | 50,600 | .15 |
| 139 | WILMINGTON | 50,600 | .15 |
| 141 | CHICO-REDDING | 50,100 | .15 |
| 142 | BOISE | 49,800 | .15 |
| 143 | ALBANY, GA | 48,300 | .14 |
| 143 | ODESSA-MIDLAND | 48,300 | .14 |
| 143 | TERRE HAUTE | 48,300 | .14 |
| 146 | SIOUX CITY | 46,700 | .14 |
| 147 | DULUTH-SUPERIOR | 46,300 | .14 |
| 148 | BANGOR | 42,500 | .13 |
| 149 | WHEELING-STEUBENVILLE | 41,700 | .12 |
| 150 | JOPLIN-PITTSBURG | 41,000 | .12 |
| 151 | ROCHESTER-MASON CITY-AUSTIN | 40,900 | .12 |
| 152 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 40,800 | .12 |
| 153 | BLUEFIELD-BECKLEY-OAK HILL | 40,500 | .12 |
| 154 | GAINESVILLE | 39,900 | .12 |
| 155 | BILOXI-GULFPORT-PASCAGOULA | 39,700 | .12 |
| 156 | IDAHO FALLS-POCATELLO | 39,100 | .12 |
| 157 | LAUREL-HATTIESBURG | 36,100 | .11 |
| 158 | UTICA | 35,900 | .11 |
| 159 | PALM SPRINGS | 34,700 | .10 |
| 160 | MEDFORD | 34,600 | .10 |
| 161 | ABILENE-SWEETWATER | 34,000 | .10 |
| 162 | WATERTOWN-CARTHAGE | 33,900 | .10 |
| 163 | QUINCY-HANNIBAL | 33,800 | .10 |
| 164 | HARRISONBURG | 33,600 | .10 |
| 165 | ALEXANDRIA, LA | 33,100 | .10 |
| 166 | CLARKSBURG-WESTON | 31,900 | .10 |
| 167 | SALISBURY | 31,500 | .09 |
| 168 | PANAMA CITY | 30,700 | .09 |
| 169 | DOTHAN | 29,900 | .09 |
| 170 | GREENWOOD-GREENVILLE | 29,400 | .09 |
| 171 | LAKE CHARLES | 28,900 | .09 |
| 172 | RAPID CITY | 28,000 | .08 |
| 173 | ELMIRA | 27,800 | .08 |
| 174 | EL CENTRO-YUMA | 26,400 | .08 |
| 175 | BILLINGS-HARDIN | 26,100 | .08 |
| 176 | SARASOTA | 25,000 | .07 |
| 177 | TUSCALOOSA | 24,700 | .07 |
| 178 | LAFAYETTE, IN | 24,300 | .07 |
| 179 | MERIDIAN | 22,900 | .07 |
| 180 | JONESBORO | 22,800 | .07 |
| 181 | MISSOULA | 22,100 | .07 |
| 182 | LAREDO | 20,500 | .06 |
| 183 | ARDMORE-ADA | 20,200 | .06 |
| 184 | GRAND JUNCTION-DURANGO | 20,100 | .06 |
| 185 | CHARLOTTESVILLE | 19,700 | .06 |
| 186 | GREAT FALLS | 18,900 | .06 |
| 186 | JACKSON, TN | 18,900 | .06 |
| 188 | MARQUETTE | 18,000 | .05 |
| 189 | PARKERSBURG | 17,700 | .05 |
| 190 | BOWLING GREEN | 17,600 | .05 |
| 190 | EUREKA | 17,600 | .05 |
| 192 | SAN ANGELO | 17,400 | .05 |
| 193 | ST. JOSEPH | 16,300 | .05 |
| 194 | ANNISTON | 15,900 | .05 |
| 195 | BUTTE | 15,800 | .05 |
| 196 | FLAGSTAFF | 15,600 | .05 |
| 197 | HAGERSTOWN | 15,000 | .04 |
| 198 | CHEYENNE-SCOTTSBLUFF (STERLING) | 13,400 | .04 |
| 199 | LIMA | 13,000 | .04 |
| 200 | CASPER-RIVERTON | 12,400 | .04 |
| 201 | MANKATO | 12,100 | .04 |
| 202 | OTTUMWA-KIRKSVILLE | 10,900 | .03 |
| 203 | ZANESVILLE | 10,400 | .03 |
| 204 | TWIN FALLS | 10,300 | .03 |
| 205 | PRESQUE ISLE | 10,100 | .03 |
| 206 | VICTORIA | 9,300 | .03 |
| 207 | BEND | 7,900 | .02 |
| 208 | HELENA | 5,600 | .02 |
| 209 | NORTH PLATTE | 4,800 | .01 |
| 210 | ALPENA | 4,200 | .01 |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK WOMEN 18-34** US TOTAL 4,549,000

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 483,700 | 10.63 |
| 2 | CHICAGO | 230,500 | 5.07 |
| 3 | WASHINGTON, DC | 185,600 | 4.08 |
| 4 | LOS ANGELES | 184,600 | 4.06 |
| 5 | PHILADELPHIA | 176,100 | 3.87 |
| 6 | ATLANTA | 160,300 | 3.52 |
| 7 | DETROIT | 147,500 | 3.24 |
| 8 | HOUSTON | 111,300 | 2.45 |
| 9 | DALLAS-FT. WORTH | 103,800 | 2.28 |
| 10 | BALTIMORE | 102,000 | 2.24 |
| 11 | RALEIGH-DURHAM | 91,500 | 2.01 |
| 12 | MEMPHIS | 91,300 | 2.01 |
| 13 | MIAMI-FT. LAUDERDALE | 91,100 | 2.00 |
| 14 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 79,600 | 1.75 |
| 15 | NEW ORLEANS | 76,900 | 1.69 |
| 16 | SAN FRANCISCO-OAKLAND-SAN JOSE | 74,800 | 1.64 |
| 17 | CLEVELAND | 70,000 | 1.54 |
| 18 | ST. LOUIS | 63,900 | 1.40 |
| 19 | CHARLOTTE | 56,800 | 1.25 |
| 20 | JACKSON, MS | 52,600 | 1.16 |
| 20 | RICHMOND | 52,600 | 1.16 |
| 22 | COLUMBIA, SC | 50,400 | 1.11 |
| 23 | BIRMINGHAM | 45,700 | 1.00 |
| 24 | BOSTON | 41,200 | .91 |
| 25 | GREENSBORO-WINSTON SALEM-HIGH POINT | 40,600 | .89 |
| 26 | TAMPA-ST. PETERSBURG | 40,100 | .88 |
| 27 | SHREVEPORT-TEXARKANA | 37,600 | .83 |
| 28 | NASHVILLE | 36,900 | .81 |
| 28 | ORLANDO-DAYTONA BEACH-MELBOURNE | 36,900 | .81 |
| 30 | JACKSONVILLE | 36,600 | .80 |
| 31 | BATON ROUGE | 36,500 | .80 |
| 31 | GREENVILLE-SPARTANBURG-ASHEVILLE | 36,500 | .80 |
| 33 | MILWAUKEE | 36,300 | .80 |
| 34 | MONTGOMERY-SELMA | 35,100 | .77 |
| 35 | MOBILE-PENSACOLA | 34,800 | .77 |
| 36 | KANSAS CITY | 32,000 | .70 |
| 37 | LITTLE ROCK | 31,800 | .70 |
| 38 | INDIANAPOLIS | 31,500 | .69 |
| 39 | HARTFORD-NEW HAVEN | 31,400 | .69 |
| 40 | CINCINNATI | 31,300 | .69 |
| 41 | CHARLESTON, SC | 30,900 | .68 |
| 42 | SAVANNAH | 30,600 | .67 |
| 43 | AUGUSTA | 30,400 | .67 |
| 44 | MACON | 27,900 | .61 |
| 45 | COLUMBUS, OH | 27,400 | .60 |
| 46 | COLUMBUS, GA | 27,100 | .60 |
| 47 | TALLAHASSEE-THOMASVILLE | 27,000 | .59 |
| 48 | PITTSBURGH | 26,600 | .58 |
| 49 | GREENVILLE-NEW BERN-WASHINGTON | 26,500 | .58 |
| 50 | SAN DIEGO | 25,700 | .56 |
| 51 | SACRAMENTO-STOCKTON | 24,100 | .53 |
| 52 | MONROE-EL DORADO | 23,400 | .51 |
| 53 | LOUISVILLE | 21,800 | .48 |
| 53 | ROANOKE-LYNCHBURG | 21,600 | .48 |
| 55 | COLUMBUS-TUPELO | 21,400 | .47 |
| 56 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 21,300 | .47 |
| 57 | DAYTON | 20,300 | .45 |
| 58 | ALBANY, GA | 20,100 | .44 |
| 58 | SEATTLE-TACOMA | 20,100 | .44 |
| 60 | FLORENCE-MYRTLE BEACH | 20,000 | .44 |
| 60 | LAFAYETTE, LA | 20,000 | .44 |
| 62 | BUFFALO | 19,700 | .43 |
| 63 | GREENWOOD-GREENVILLE | 19,100 | .42 |
| 64 | FLINT-SAGINAW-BAY CITY | 18,900 | .42 |
| 65 | OKLAHOMA CITY | 18,600 | .41 |
| 66 | WACO-TEMPLE-BRYAN | 18,200 | .40 |
| 67 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 16,700 | .37 |
| 68 | HUNTSVILLE-DECATUR-FLORENCE | 15,800 | .35 |
| 69 | MINNEAPOLIS-ST. PAUL | 15,600 | .34 |
| 70 | DENVER | 15,000 | .33 |
| 70 | ROCHESTER, NY | 15,000 | .33 |
| 72 | SAN ANTONIO | 14,500 | .32 |
| 73 | TYLER-LONGVIEW-JACKSONVILLE | 14,200 | .31 |
| 74 | AUSTIN, TX | 13,800 | .30 |
| 75 | BEAUMONT-PORT ARTHUR | 13,000 | .29 |
| 75 | WILMINGTON | 13,000 | .29 |
| 77 | LAUREL-HATTIESBURG | 11,800 | .26 |
| 77 | PHOENIX | 11,600 | .26 |
| 79 | TULSA | 11,500 | .25 |
| 80 | LAS VEGAS | 11,300 | .25 |
| 80 | TOLEDO | 11,300 | .25 |
| 82 | CHATTANOOGA | 9,800 | .22 |
| 83 | MERIDIAN | 9,500 | .21 |
| 84 | HARRISBURG-YORK-LANCASTER-LEBANON | 9,200 | .20 |
| 85 | ALEXANDRIA, LA | 9,100 | .20 |
| 85 | SOUTH BEND-ELKHART | 9,100 | .20 |
| 87 | SPRINGFIELD-DECATUR-CHAMPAIGN | 9,000 | .20 |
| 88 | BILOXI-GULFPORT-PASCAGOULA | 8,900 | .20 |
| 89 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 8,700 | .19 |
| 90 | FRESNO-VISALIA | 8,100 | .18 |
| 90 | LEXINGTON | 8,100 | .18 |
| 92 | OMAHA | 8,000 | .18 |
| 92 | YOUNGSTOWN | 8,000 | .18 |
| 94 | SYRACUSE | 7,700 | .17 |
| 95 | SALISBURY | 7,600 | .17 |
| 96 | ALBANY-SCHENECTADY-TROY | 7,500 | .16 |
| 97 | LANSING | 7,400 | .16 |
| 98 | KNOXVILLE | 7,300 | .16 |
| 99 | DOTHAN | 7,000 | .15 |
| 100 | PROVIDENCE-NEW BEDFORD | 6,700 | .15 |
| 101 | GAINESVILLE | 6,600 | .15 |
| 101 | TUSCALOOSA | 6,600 | .15 |
| 101 | WICHITA-HUTCHINSON | 6,600 | .15 |
| 104 | LAKE CHARLES | 6,500 | .14 |
| 105 | SPRINGFIELD, MA | 6,200 | .14 |
| 106 | PORTLAND, OR | 5,800 | .13 |
| 107 | WICHITA FALLS-LAWTON | 5,700 | .13 |
| 108 | PEORIA-BLOOMINGTON | 5,500 | .12 |
| 109 | COLORADO SPRINGS-PUEBLO | 5,100 | .11 |
| 109 | FT. MYERS-NAPLES | 5,100 | .11 |
| 111 | FT. WAYNE | 4,800 | .11 |
| 112 | JACKSON, TN | 4,700 | .10 |
| 113 | PANAMA CITY | 4,500 | .10 |
| 113 | TOPEKA | 4,500 | .10 |
| 115 | ROCKFORD | 4,000 | .09 |
| 116 | CHARLESTON-HUNTINGTON | 3,900 | .09 |
| 116 | EVANSVILLE | 3,900 | .09 |
| 116 | SALINAS-MONTEREY | 3,900 | .09 |
| 119 | ANNISTON | 3,600 | .08 |
| 119 | BAKERSFIELD | 3,600 | .08 |
| 119 | EL PASO | 3,600 | .08 |
| 119 | TUCSON | 3,600 | .08 |
| 123 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,500 | .08 |
| 123 | LUBBOCK | 3,500 | .08 |
| 125 | COLUMBIA-JEFFERSON CITY | 3,000 | .07 |
| 126 | ALBUQUERQUE | 2,900 | .06 |
| 126 | CHARLOTTESVILLE | 2,900 | .06 |
| 128 | MADISON | 2,800 | .06 |
| 129 | BLUEFIELD-BECKLEY-OAK HILL | 2,600 | .06 |
| 130 | AMARILLO | 2,500 | .05 |
| 130 | DES MOINES | 2,500 | .05 |
| 132 | ERIE | 2,400 | .05 |
| 133 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 2,200 | .05 |
| 133 | ODESSA-MIDLAND | 2,200 | .05 |
| 135 | ABILENE-SWEETWATER | 2,100 | .05 |
| 136 | CORPUS CHRISTI | 2,000 | .04 |
| 137 | HARRISONBURG | 1,900 | .04 |
| 137 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 1,900 | .04 |
| 139 | SARASOTA | 1,700 | .04 |
| 139 | UTICA | 1,700 | .04 |
| 139 | WILKES BARRE-SCRANTON | 1,700 | .04 |
| 142 | FT. SMITH | 1,600 | .04 |
| 142 | LIMA | 1,600 | .04 |
| 144 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 1,500 | .03 |
| 144 | JOHNSTOWN-ALTOONA | 1,500 | .03 |
| 144 | SPRINGFIELD, MO | 1,500 | .03 |
| 147 | SALT LAKE CITY | 1,400 | .03 |
| 148 | WATERTOWN-CARTHAGE | 1,300 | .03 |
| 149 | ARDMORE-ADA | 1,200 | .03 |
| 149 | JONESBORO | 1,200 | .03 |
| 151 | BOWLING GREEN | 1,100 | .02 |
| 151 | QUINCY-HANNIBAL | 1,100 | .02 |
| 151 | RENO | 1,100 | .02 |
| 151 | TERRE HAUTE | 1,100 | .02 |
| 151 | WHEELING-STEUBENVILLE | 1,100 | .02 |
| 156 | PALM SPRINGS | 900 | .02 |
| 157 | BINGHAMTON | 800 | .02 |
| 157 | LINCOLN-HASTINGS-KEARNEY | 800 | .02 |
| 157 | SPOKANE | 800 | .02 |
| 160 | EL CENTRO-YUMA | 700 | .02 |
| 160 | ELMIRA | 700 | .02 |
| 160 | LAFAYETTE, IN | 700 | .02 |
| 160 | PORTLAND-POLAND SPRING | 700 | .02 |
| 164 | HAGERSTOWN | 600 | .01 |
| 164 | JOPLIN-PITTSBURG | 600 | .01 |
| 164 | SAN ANGELO | 600 | .01 |
| 164 | VICTORIA | 600 | .01 |
| 164 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 600 | .01 |
| 169 | BURLINGTON-PLATTSBURGH | 500 | .01 |
| 169 | EUGENE | 500 | .01 |
| 169 | ST. JOSEPH | 500 | .01 |
| 172 | CHICO-REDDING | 400 | .01 |
| 172 | TRAVERSE CITY-CADILLAC | 400 | .01 |
| 172 | ZANESVILLE | 400 | .01 |
| 175 | CHEYENNE-SCOTTSBLUFF (STERLING) | 300 | .01 |
| 175 | CLARKSBURG-WESTON | 300 | .01 |
| 175 | FARGO | 300 | .01 |
| 175 | FLAGSTAFF | 300 | .01 |
| 175 | GREEN BAY-APPLETON | 300 | .01 |
| 175 | MARQUETTE | 300 | .01 |
| 175 | RAPID CITY | 300 | .01 |
| 175 | SIOUX CITY | 300 | .01 |
| 183 | BOISE | 200 | - |
| 183 | LA CROSSE-EAU CLAIRE | 200 | - |
| 183 | MCALLEN-BROWNSVILLE: LRGV | 200 | - |
| 183 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 200 | - |
| 183 | PARKERSBURG | 200 | - |
| 183 | ROCHESTER-MASON CITY-AUSTIN | 200 | - |
| 189 | DULUTH-SUPERIOR | 100 | - |
| 189 | EUREKA | 100 | - |
| 189 | GRAND JUNCTION-DURANGO | 100 | - |
| 189 | GREAT FALLS | 100 | - |
| 189 | IDAHO FALLS-POCATELLO | 100 | - |
| 189 | MANKATO | 100 | - |
| 189 | MEDFORD | 100 | - |
| 189 | OTTUMWA-KIRKSVILLE | 100 | - |
| 189 | PRESQUE ISLE | 100 | - |
| 189 | SIOUX FALLS-MITCHELL | 100 | - |
| 199 | ALPENA | | |
| 199 | BANGOR | | |
| 199 | BEND | | |
| 199 | BILLINGS-HARDIN | | |
| 199 | BUTTE | | |
| 199 | CASPER-RIVERTON | | |
| 199 | HELENA | | |
| 199 | LAREDO | | |
| 199 | MISSOULA | | |
| 199 | NORTH PLATTE | | |
| 199 | TWIN FALLS | | |
| 199 | WAUSAU-RHINELANDER | | |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC WOMEN 18-34

US TOTAL 3,558,300

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 792,300 | 22.27 |
| 2 | NEW YORK | 458,000 | 12.87 |
| 3 | MIAMI-FT. LAUDERDALE | 157,100 | 4.42 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 145,100 | 4.08 |
| 5 | CHICAGO | 141,700 | 3.98 |
| 6 | HOUSTON | 132,600 | 3.73 |
| 7 | SAN ANTONIO | 116,500 | 3.27 |
| 8 | DALLAS-FT. WORTH | 95,000 | 2.67 |
| 9 | SAN DIEGO | 88,500 | 2.49 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 85,700 | 2.41 |
| 11 | EL PASO | 78,600 | 2.21 |
| 12 | FRESNO-VISALIA | 69,600 | 1.96 |
| 13 | ALBUQUERQUE | 69,500 | 1.95 |
| 14 | PHOENIX | 65,600 | 1.84 |
| 15 | SACRAMENTO-STOCKTON | 63,900 | 1.80 |
| 16 | PHILADELPHIA | 48,300 | 1.36 |
| 17 | DENVER | 45,700 | 1.28 |
| 18 | WASHINGTON, DC | 45,300 | 1.27 |
| 19 | BOSTON | 44,600 | 1.25 |
| 20 | CORPUS CHRISTI | 37,300 | 1.05 |
| 21 | AUSTIN, TX | 34,000 | .96 |
| 22 | TUCSON | 32,600 | .92 |
| 23 | SALINAS-MONTEREY | 28,900 | .81 |
| 24 | TAMPA-ST. PETERSBURG | 25,700 | .72 |
| 25 | HARTFORD-NEW HAVEN | 25,600 | .72 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 21,800 | .61 |
| 27 | BAKERSFIELD | 21,600 | .61 |
| 28 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 20,400 | .57 |
| 29 | LAREDO | 19,400 | .55 |
| 30 | ODESSA-MIDLAND | 18,400 | .52 |
| 31 | SEATTLE-TACOMA | 17,900 | .50 |
| 32 | EL CENTRO-YUMA | 16,400 | .46 |
| 33 | LUBBOCK | 16,200 | .46 |
| 34 | PALM SPRINGS | 15,100 | .42 |
| 35 | COLORADO SPRINGS-PUEBLO | 14,500 | .41 |
| 36 | DETROIT | 14,400 | .40 |
| 36 | SALT LAKE CITY | 14,400 | .40 |
| 38 | WACO-TEMPLE-BRYAN | 14,000 | .39 |
| 39 | LAS VEGAS | 13,800 | .39 |
| 40 | PORTLAND, OR | 13,000 | .37 |
| 41 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 12,900 | .36 |
| 42 | ATLANTA | 12,800 | .36 |
| 43 | AMARILLO | 12,500 | .35 |
| 44 | MILWAUKEE | 11,000 | .31 |
| 45 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 10,900 | .31 |
| 46 | PROVIDENCE-NEW BEDFORD | 10,600 | .30 |
| 47 | CLEVELAND | 9,700 | .27 |
| 48 | SPRINGFIELD, MA | 9,600 | .27 |
| 49 | NEW ORLEANS | 8,600 | .24 |
| 50 | KANSAS CITY | 8,000 | .22 |
| 51 | WICHITA-HUTCHINSON | 7,800 | .22 |
| 52 | OKLAHOMA CITY | 7,500 | .21 |
| 53 | MINNEAPOLIS-ST. PAUL | 7,400 | .21 |
| 54 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 6,800 | .19 |
| 55 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 6,600 | .19 |
| 56 | FT. MYERS-NAPLES | 6,200 | .17 |
| 56 | RENO | 6,200 | .17 |
| 58 | ABILENE-SWEETWATER | 6,100 | .17 |
| 58 | TOLEDO | 6,100 | .17 |
| 60 | RALEIGH-DURHAM | 5,700 | .16 |
| 61 | BALTIMORE | 5,600 | .16 |
| 62 | BUFFALO | 5,400 | .15 |
| 63 | HARRISBURG-YORK-LANCASTER-LEBANON | 5,300 | .15 |
| 63 | ROCHESTER, NY | 5,300 | .15 |
| 65 | SAN ANGELO | 5,100 | .14 |
| 66 | WICHITA FALLS-LAWTON | 4,800 | .13 |
| 67 | FLINT-SAGINAW-BAY CITY | 4,600 | .13 |
| 68 | JACKSONVILLE | 4,500 | .13 |
| 69 | SPOKANE | 4,400 | .12 |
| 70 | CHICO-REDDING | 4,300 | .12 |
| 70 | ST. LOUIS | 4,300 | .12 |
| 72 | BOISE | 4,200 | .12 |
| 73 | TYLER-LONGVIEW-JACKSONVILLE | 4,000 | .11 |
| 74 | VICTORIA | 3,600 | .10 |
| 75 | INDIANAPOLIS | 3,500 | .10 |
| 76 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,400 | .10 |
| 76 | TULSA | 3,400 | .10 |
| 78 | ALBANY-SCHENECTADY-TROY | 3,300 | .09 |
| 78 | LANSING | 3,300 | .09 |
| 80 | SYRACUSE | 3,100 | .09 |
| 81 | IDAHO FALLS-POCATELLO | 2,900 | .08 |
| 82 | NASHVILLE | 2,700 | .08 |
| 82 | OMAHA | 2,700 | .08 |
| 82 | PITTSBURGH | 2,700 | .08 |
| 85 | MOBILE-PENSACOLA | 2,600 | .07 |
| 85 | SHREVEPORT-TEXARKANA | 2,600 | .07 |
| 87 | COLUMBUS, OH | 2,500 | .07 |
| 88 | BEAUMONT-PORT ARTHUR | 2,300 | .06 |
| 88 | CHARLOTTE | 2,300 | .06 |
| 88 | TOPEKA | 2,300 | .06 |
| 91 | SOUTH BEND-ELKHART | 2,200 | .06 |
| 92 | GRAND JUNCTION-DURANGO | 2,100 | .06 |
| 92 | GREENVILLE-NEW BERN-WASHINGTON | 2,100 | .06 |
| 92 | GREENVILLE-SPARTANBURG-ASHEVILLE | 2,100 | .06 |
| 95 | TALLAHASSEE-THOMASVILLE | 2,000 | .06 |
| 96 | EUGENE | 1,900 | .05 |
| 96 | MEDFORD | 1,900 | .05 |
| 96 | MEMPHIS | 1,900 | .05 |
| 96 | SAVANNAH | 1,900 | .05 |
| 96 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,900 | .05 |
| 101 | CHEYENNE-SCOTTSBLUFF (STERLING) | 1,800 | .05 |
| 101 | DES MOINES | 1,800 | .05 |
| 101 | FT. WAYNE | 1,800 | .05 |
| 101 | GAINESVILLE | 1,800 | .05 |
| 101 | ROCKFORD | 1,800 | .05 |
| 106 | FLAGSTAFF | 1,700 | .05 |
| 106 | SPRINGFIELD, MO | 1,700 | .05 |
| 108 | CINCINNATI | 1,600 | .04 |
| 108 | COLUMBIA, SC | 1,600 | .04 |
| 108 | DAYTON | 1,600 | .04 |
| 108 | LOUISVILLE | 1,600 | .04 |
| 108 | RICHMOND | 1,600 | .04 |
| 108 | WILKES BARRE-SCRANTON | 1,600 | .04 |
| 114 | COLUMBUS, GA | 1,500 | .04 |
| 115 | GREENSBORO-WINSTON SALEM-HIGH POINT | 1,400 | .04 |
| 116 | BATON ROUGE | 1,300 | .04 |
| 116 | LINCOLN-HASTINGS-KEARNEY | 1,300 | .04 |
| 116 | LITTLE ROCK | 1,300 | .04 |
| 116 | MADISON | 1,300 | .04 |
| 116 | PEORIA-BLOOMINGTON | 1,300 | .04 |
| 121 | CHARLESTON, SC | 1,200 | .03 |
| 121 | ROANOKE-LYNCHBURG | 1,200 | .03 |
| 123 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,100 | .03 |
| 123 | CHATTANOOGA | 1,100 | .03 |
| 123 | GREEN BAY-APPLETON | 1,100 | .03 |
| 123 | LAFAYETTE, LA | 1,100 | .03 |
| 127 | EUREKA | 1,000 | .03 |
| 127 | YOUNGSTOWN | 1,000 | .03 |
| 129 | ALEXANDRIA, LA | 900 | .03 |
| 129 | AUGUSTA | 900 | .03 |
| 129 | BIRMINGHAM | 900 | .03 |
| 129 | BURLINGTON-PLATTSBURGH | 900 | .03 |
| 129 | HUNTSVILLE-DECATUR-FLORENCE | 900 | .03 |
| 129 | LEXINGTON | 900 | .03 |
| 129 | PORTLAND-POLAND SPRING | 900 | .03 |
| 136 | ALBANY, GA | 800 | .02 |
| 136 | BILLINGS-HARDIN | 800 | .02 |
| 136 | FARGO | 800 | .02 |
| 136 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 800 | .02 |
| 136 | RAPID CITY | 800 | .02 |
| 136 | SARASOTA | 800 | .02 |
| 136 | SIOUX CITY | 800 | .02 |
| 143 | BILOXI-GULFPORT-PASCAGOULA | 700 | .02 |
| 143 | BINGHAMTON | 700 | .02 |
| 143 | FT. SMITH | 700 | .02 |
| 143 | JOHNSTOWN-ALTOONA | 700 | .02 |
| 143 | MONROE-EL DORADO | 700 | .02 |
| 143 | TWIN FALLS | 700 | .02 |
| 143 | UTICA | 700 | .02 |
| 150 | ERIE | 600 | .02 |
| 150 | JOPLIN-PITTSBURG | 600 | .02 |
| 150 | ROCHESTER-MASON CITY-AUSTIN | 600 | .02 |
| 150 | TRAVERSE CITY-CADILLAC | 600 | .02 |
| 150 | WATERTOWN-CARTHAGE | 600 | .02 |
| 155 | BANGOR | 500 | .01 |
| 155 | CASPER-RIVERTON | 500 | .01 |
| 155 | CHARLESTON-HUNTINGTON | 500 | .01 |
| 155 | COLUMBIA-JEFFERSON CITY | 500 | .01 |
| 155 | EVANSVILLE | 500 | .01 |
| 155 | HARRISONBURG | 500 | .01 |
| 155 | KNOXVILLE | 500 | .01 |
| 155 | LAFAYETTE, IN | 500 | .01 |
| 155 | MACON | 500 | .01 |
| 155 | MONTGOMERY-SELMA | 500 | .01 |
| 155 | PANAMA CITY | 500 | .01 |
| 166 | DOTHAN | 400 | .01 |
| 166 | JACKSON, MS | 400 | .01 |
| 166 | LA CROSSE-EAU CLAIRE | 400 | .01 |
| 166 | SALISBURY | 400 | .01 |
| 166 | WILMINGTON | 400 | .01 |
| 171 | ANNISTON | 300 | .01 |
| 171 | ARDMORE-ADA | 300 | .01 |
| 171 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 300 | .01 |
| 171 | BUTTE | 300 | .01 |
| 171 | CHARLOTTESVILLE | 300 | .01 |
| 171 | COLUMBUS-TUPELO | 300 | .01 |
| 171 | LAUREL-HATTIESBURG | 300 | .01 |
| 171 | MANKATO | 300 | .01 |
| 171 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 300 | .01 |
| 171 | MISSOULA | 300 | .01 |
| 171 | QUINCY-HANNIBAL | 300 | .01 |
| 171 | ST. JOSEPH | 300 | .01 |
| 171 | TERRE HAUTE | 300 | .01 |
| 184 | BEND | 200 | .01 |
| 184 | DULUTH-SUPERIOR | 200 | .01 |
| 184 | ELMIRA | 200 | .01 |
| 184 | FLORENCE-MYRTLE BEACH | 200 | .01 |
| 184 | GREAT FALLS | 200 | .01 |
| 184 | LAKE CHARLES | 200 | .01 |
| 184 | LIMA | 200 | .01 |
| 184 | MARQUETTE | 200 | .01 |
| 184 | NORTH PLATTE | 200 | .01 |
| 184 | PARKERSBURG | 200 | .01 |
| 184 | SIOUX FALLS-MITCHELL | 200 | .01 |
| 184 | TUSCALOOSA | 200 | .01 |
| 184 | WAUSAU-RHINELANDER | 200 | .01 |
| 197 | ALPENA | 100 | - |
| 197 | BLUEFIELD-BECKLEY-OAK HILL | 100 | - |
| 197 | BOWLING GREEN | 100 | - |
| 197 | CLARKSBURG-WESTON | 100 | - |
| 197 | GREENWOOD-GREENVILLE | 100 | - |
| 197 | HAGERSTOWN | 100 | - |
| 197 | HELENA | 100 | - |
| 197 | JONESBORO | 100 | - |
| 197 | MERIDIAN | 100 | - |
| 197 | OTTUMWA-KIRKSVILLE | 100 | - |
| 197 | PRESQUE ISLE | 100 | - |
| 197 | WHEELING-STEUBENVILLE | 100 | - |
| 197 | ZANESVILLE | 100 | - |
| 210 | JACKSON, TN | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL WOMEN 25-49

US TOTAL 47,824,900

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 3,742,900 | 7.83 |
| 2 | LOS ANGELES | 2,871,700 | 6.00 |
| 3 | CHICAGO | 1,653,400 | 3.46 |
| 4 | PHILADELPHIA | 1,389,500 | 2.91 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 1,249,300 | 2.61 |
| 6 | BOSTON | 1,154,200 | 2.41 |
| 7 | WASHINGTON, DC | 1,068,100 | 2.23 |
| 8 | DALLAS-FT. WORTH | 973,100 | 2.03 |
| 9 | DETROIT | 929,200 | 1.94 |
| 10 | ATLANTA | 843,900 | 1.76 |
| 11 | HOUSTON | 834,200 | 1.74 |
| 12 | MINNEAPOLIS-ST. PAUL | 731,100 | 1.53 |
| 13 | SEATTLE-TACOMA | 725,800 | 1.52 |
| 14 | CLEVELAND | 713,700 | 1.49 |
| 15 | MIAMI-FT. LAUDERDALE | 637,700 | 1.33 |
| 16 | SACRAMENTO-STOCKTON | 565,200 | 1.18 |
| 17 | ST. LOUIS | 563,400 | 1.18 |
| 18 | DENVER | 546,500 | 1.14 |
| 19 | BALTIMORE | 537,600 | 1.12 |
| 20 | PITTSBURGH | 532,400 | 1.11 |
| 21 | TAMPA-ST. PETERSBURG | 513,000 | 1.07 |
| 22 | PHOENIX | 505,500 | 1.06 |
| 23 | SAN DIEGO | 497,300 | 1.04 |
| 24 | HARTFORD-NEW HAVEN | 488,100 | 1.02 |
| 25 | INDIANAPOLIS | 436,200 | .91 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 435,100 | .91 |
| 27 | PORTLAND, OR | 431,900 | .90 |
| 28 | MILWAUKEE | 395,000 | .83 |
| 29 | RALEIGH-DURHAM | 391,500 | .82 |
| 30 | KANSAS CITY | 390,500 | .82 |
| 31 | CINCINNATI | 389,600 | .81 |
| 32 | CHARLOTTE | 387,300 | .81 |
| 33 | NASHVILLE | 370,500 | .77 |
| 34 | COLUMBUS, OH | 362,800 | .76 |
| 35 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 332,300 | .69 |
| 36 | NEW ORLEANS | 321,900 | .67 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 321,200 | .67 |
| 38 | GREENVILLE-SPARTANBURG-ASHEVILLE | 319,100 | .67 |
| 39 | SAN ANTONIO | 317,300 | .66 |
| 40 | MEMPHIS | 315,700 | .66 |
| 41 | SALT LAKE CITY | 314,900 | .66 |
| 42 | BUFFALO | 301,700 | .63 |
| 43 | PROVIDENCE-NEW BEDFORD | 288,900 | .60 |
| 44 | LOUISVILLE | 283,500 | .59 |
| 45 | HARRISBURG-YORK-LANCASTER-LEBANON | 276,800 | .58 |
| 46 | OKLAHOMA CITY | 272,600 | .57 |
| 47 | ALBUQUERQUE | 268,400 | .56 |
| 48 | GREENSBORO-WINSTON SALEM-HIGH POINT | 265,500 | .56 |
| 49 | BIRMINGHAM | 253,800 | .53 |
| 50 | DAYTON | 249,600 | .52 |
| 51 | ALBANY-SCHENECTADY-TROY | 248,400 | .52 |
| 52 | JACKSONVILLE | 246,100 | .51 |
| 53 | FRESNO-VISALIA | 242,800 | .51 |
| 54 | RICHMOND | 236,400 | .49 |
| 55 | WILKES BARRE-SCRANTON | 233,900 | .49 |
| 56 | FLINT-SAGINAW-BAY CITY | 230,200 | .48 |
| 57 | CHARLESTON-HUNTINGTON | 227,200 | .48 |
| 58 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 220,100 | .46 |
| 59 | LITTLE ROCK | 218,400 | .46 |
| 60 | TULSA | 214,500 | .45 |
| 61 | MOBILE-PENSACOLA | 210,200 | .44 |
| 62 | KNOXVILLE | 208,400 | .44 |
| 63 | TOLEDO | 200,300 | .42 |
| 64 | AUSTIN, TX | 195,200 | .41 |
| 65 | WICHITA-HUTCHINSON | 195,100 | .41 |
| 66 | SYRACUSE | 192,400 | .40 |
| 67 | ROCHESTER, NY | 189,400 | .40 |
| 68 | ROANOKE-LYNCHBURG | 188,000 | .39 |
| 69 | PORTLAND-POLAND SPRING | 187,500 | .39 |
| 70 | GREEN BAY-APPLETON | 187,100 | .39 |
| 71 | LEXINGTON | 177,500 | .37 |
| 72 | OMAHA | 176,300 | .37 |
| 73 | SHREVEPORT-TEXARKANA | 173,900 | .36 |
| 74 | DES MOINES | 170,600 | .36 |
| 75 | COLUMBIA, SC | 162,000 | .34 |
| 76 | LAS VEGAS | 157,700 | .33 |
| 77 | SPRINGFIELD-DECATUR-CHAMPAIGN | 157,500 | .33 |
| 78 | CHATTANOOGA | 154,500 | .32 |
| 79 | SPOKANE | 148,000 | .31 |
| 80 | TUCSON | 147,900 | .31 |
| 81 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 147,800 | .31 |
| 82 | SOUTH BEND-ELKHART | 146,400 | .31 |
| 83 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 145,000 | .30 |
| 84 | JACKSON, MS | 144,800 | .30 |
| 85 | HUNTSVILLE-DECATUR-FLORENCE | 143,100 | .30 |
| 86 | SPRINGFIELD, MO | 142,700 | .30 |
| 87 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 141,200 | .30 |
| 88 | EL PASO | 140,700 | .29 |
| 89 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 139,700 | .29 |
| 90 | BATON ROUGE | 138,700 | .29 |
| 91 | MADISON | 135,600 | .28 |
| 92 | JOHNSTOWN-ALTOONA | 135,500 | .28 |
| 93 | YOUNGSTOWN | 127,400 | .27 |
| 94 | BURLINGTON-PLATTSBURGH | 126,400 | .26 |
| 95 | SPRINGFIELD, MA | 126,100 | .26 |
| 96 | EVANSVILLE | 125,400 | .26 |
| 97 | CHARLESTON, SC | 124,300 | .26 |
| 98 | COLORADO SPRINGS-PUEBLO | 122,800 | .26 |
| 99 | MCALLEN-BROWNSVILLE: LRGV | 121,900 | .25 |
| 100 | LANSING | 120,300 | .25 |
| 101 | SALINAS-MONTEREY | 119,200 | .25 |
| 102 | SAVANNAH | 119,100 | .25 |
| 103 | WACO-TEMPLE-BRYAN | 118,500 | .25 |
| 104 | FT. WAYNE | 118,100 | .25 |
| 105 | GREENVILLE-NEW BERN-WASHINGTON | 113,800 | .24 |
| 106 | AUGUSTA | 110,400 | .23 |
| 107 | LINCOLN-HASTINGS-KEARNEY | 105,800 | .22 |
| 108 | PEORIA-BLOOMINGTON | 104,500 | .22 |
| 109 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 104,400 | .22 |
| 110 | MONTGOMERY-SELMA | 103,400 | .22 |
| 111 | FT. MYERS-NAPLES | 103,200 | .22 |
| 112 | TALLAHASSEE-THOMASVILLE | 99,800 | .21 |
| 113 | RENO | 97,700 | .20 |
| 114 | SIOUX FALLS-MITCHELL | 96,400 | .20 |
| 115 | MACON | 95,700 | .20 |
| 116 | LAFAYETTE, LA | 95,000 | .20 |
| 117 | FARGO | 94,900 | .20 |
| 118 | TYLER-LONGVIEW-JACKSONVILLE | 93,200 | .19 |
| 119 | EUGENE | 92,200 | .19 |
| 120 | CORPUS CHRISTI | 90,000 | .19 |
| 121 | COLUMBUS, GA | 89,600 | .19 |
| 122 | FT. SMITH | 88,200 | .18 |
| 123 | BAKERSFIELD | 86,900 | .18 |
| 124 | TRAVERSE CITY-CADILLAC | 82,900 | .17 |
| 125 | COLUMBUS-TUPELO | 81,600 | .17 |
| 126 | LA CROSSE-EAU CLAIRE | 81,200 | .17 |
| 127 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 81,000 | .17 |
| 128 | MONROE-EL DORADO | 80,500 | .17 |
| 129 | FLORENCE-MYRTLE BEACH | 79,400 | .17 |
| 130 | AMARILLO | 78,400 | .16 |
| 131 | ROCKFORD | 77,400 | .16 |
| 132 | BINGHAMTON | 76,800 | .16 |
| 133 | WAUSAU-RHINELANDER | 76,100 | .16 |
| 134 | BEAUMONT-PORT ARTHUR | 76,000 | .16 |
| 135 | BOISE | 75,900 | .16 |
| 136 | CHICO-REDDING | 73,700 | .15 |
| 137 | WILMINGTON | 73,400 | .15 |
| 138 | DULUTH-SUPERIOR | 73,200 | .15 |
| 139 | ERIE | 72,100 | .15 |
| 140 | TOPEKA | 70,900 | .15 |
| 141 | WICHITA FALLS-LAWTON | 70,800 | .15 |
| 142 | ODESSA-MIDLAND | 69,200 | .14 |
| 142 | TERRE HAUTE | 69,200 | .14 |
| 144 | ALBANY, GA | 68,600 | .14 |
| 145 | SIOUX CITY | 66,700 | .14 |
| 146 | LUBBOCK | 65,000 | .14 |
| 146 | WHEELING-STEUBENVILLE | 65,000 | .14 |
| 148 | BLUEFIELD-BECKLEY-OAK HILL | 64,800 | .14 |
| 149 | COLUMBIA-JEFFERSON CITY | 63,800 | .13 |
| 150 | BANGOR | 62,200 | .13 |
| 151 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 62,100 | .13 |
| 152 | ROCHESTER-MASON CITY-AUSTIN | 61,800 | .13 |
| 153 | MEDFORD | 60,900 | .13 |
| 154 | JOPLIN-PITTSBURG | 59,900 | .13 |
| 155 | BILOXI-GULFPORT-PASCAGOULA | 55,900 | .12 |
| 156 | IDAHO FALLS-POCATELLO | 53,800 | .11 |
| 157 | UTICA | 48,400 | .10 |
| 158 | CLARKSBURG-WESTON | 48,000 | .10 |
| 159 | ABILENE-SWEETWATER | 47,600 | .10 |
| 160 | QUINCY-HANNIBAL | 47,300 | .10 |
| 161 | PALM SPRINGS | 46,800 | .10 |
| 162 | LAUREL-HATTIESBURG | 46,300 | .10 |
| 163 | PANAMA CITY | 46,000 | .10 |
| 164 | SALISBURY | 45,400 | .09 |
| 165 | DOTHAN | 43,800 | .09 |
| 166 | HARRISONBURG | 43,500 | .09 |
| 167 | ALEXANDRIA, LA | 43,400 | .09 |
| 168 | WATERTOWN-CARTHAGE | 43,000 | .09 |
| 169 | SARASOTA | 42,700 | .09 |
| 170 | GAINESVILLE | 42,400 | .09 |
| 171 | BILLINGS-HARDIN | 42,000 | .09 |
| 172 | RAPID CITY | 41,900 | .09 |
| 173 | LAKE CHARLES | 41,300 | .09 |
| 174 | ELMIRA | 40,800 | .09 |
| 175 | GREENWOOD-GREENVILLE | 37,200 | .08 |
| 176 | EL CENTRO-YUMA | 35,500 | .07 |
| 176 | MISSOULA | 35,500 | .07 |
| 178 | GRAND JUNCTION-DURANGO | 32,200 | .07 |
| 179 | JONESBORO | 32,100 | .07 |
| 180 | MERIDIAN | 30,900 | .06 |
| 181 | ARDMORE-ADA | 30,000 | .06 |
| 182 | GREAT FALLS | 29,800 | .06 |
| 183 | JACKSON, TN | 27,500 | .06 |
| 183 | PARKERSBURG | 27,500 | .06 |
| 185 | TUSCALOOSA | 27,300 | .06 |
| 186 | EUREKA | 26,300 | .05 |
| 187 | LAREDO | 24,900 | .05 |
| 188 | MARQUETTE | 24,300 | .05 |
| 189 | SAN ANGELO | 23,200 | .05 |
| 190 | BUTTE | 22,600 | .05 |
| 191 | BOWLING GREEN | 22,400 | .05 |
| 192 | HAGERSTOWN | 22,200 | .05 |
| 193 | CHARLOTTESVILLE | 21,900 | .05 |
| 194 | LAFAYETTE, IN | 21,500 | .04 |
| 195 | ANNISTON | 21,300 | .04 |
| 196 | ST. JOSEPH | 20,900 | .04 |
| 197 | CHEYENNE-SCOTTSBLUFF (STERLING) | 20,400 | .04 |
| 198 | CASPER-RIVERTON | 20,100 | .04 |
| 199 | LIMA | 18,800 | .04 |
| 200 | FLAGSTAFF | 17,400 | .04 |
| 201 | TWIN FALLS | 17,200 | .04 |
| 202 | PRESQUE ISLE | 14,900 | .03 |
| 202 | ZANESVILLE | 14,900 | .03 |
| 204 | BEND | 14,500 | .03 |
| 205 | OTTUMWA-KIRKSVILLE | 14,400 | .03 |
| 206 | VICTORIA | 14,000 | .03 |
| 207 | MANKATO | 12,700 | .03 |
| 208 | HELENA | 9,300 | .02 |
| 209 | NORTH PLATTE | 7,900 | .02 |
| 210 | ALPENA | 6,900 | .01 |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK WOMEN 25-49 US TOTAL 5,826,100

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 655,500 | 11.25 |
| 2 | CHICAGO | 309,800 | 5.32 |
| 3 | WASHINGTON, DC | 252,900 | 4.34 |
| 4 | LOS ANGELES | 239,500 | 4.11 |
| 5 | PHILADELPHIA | 232,900 | 4.00 |
| 6 | ATLANTA | 205,400 | 3.53 |
| 7 | DETROIT | 198,500 | 3.41 |
| 8 | HOUSTON | 145,100 | 2.49 |
| 9 | BALTIMORE | 138,000 | 2.37 |
| 10 | DALLAS-FT. WORTH | 129,200 | 2.22 |
| 11 | MIAMI-FT. LAUDERDALE | 121,400 | 2.08 |
| 12 | MEMPHIS | 114,600 | 1.97 |
| 13 | RALEIGH-DURHAM | 114,400 | 1.96 |
| 14 | SAN FRANCISCO-OAKLAND-SAN JOSE | 102,100 | 1.75 |
| 15 | NEW ORLEANS | 100,500 | 1.72 |
| 16 | CLEVELAND | 97,000 | 1.66 |
| 17 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 95,600 | 1.64 |
| 18 | ST. LOUIS | 84,900 | 1.46 |
| 19 | CHARLOTTE | 72,900 | 1.25 |
| 20 | RICHMOND | 70,500 | 1.21 |
| 21 | JACKSON, MS | 61,900 | 1.06 |
| 22 | BIRMINGHAM | 61,000 | 1.05 |
| 23 | COLUMBIA, SC | 60,200 | 1.03 |
| 24 | TAMPA-ST. PETERSBURG | 51,200 | .88 |
| 25 | BOSTON | 49,500 | .85 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 49,400 | .85 |
| 27 | SHREVEPORT-TEXARKANA | 48,900 | .84 |
| 28 | GREENVILLE-SPARTANBURG-ASHEVILLE | 48,100 | .83 |
| 29 | JACKSONVILLE | 46,500 | .80 |
| 30 | ORLANDO-DAYTONA BEACH-MELBOURNE | 45,700 | .78 |
| 31 | BATON ROUGE | 45,000 | .77 |
| 32 | MOBILE-PENSACOLA | 44,600 | .77 |
| 33 | NASHVILLE | 44,300 | .76 |
| 34 | MILWAUKEE | 44,000 | .76 |
| 35 | KANSAS CITY | 42,000 | .72 |
| 36 | MONTGOMERY-SELMA | 41,400 | .71 |
| 37 | CHARLESTON, SC | 40,300 | .69 |
| 38 | AUGUSTA | 40,000 | .69 |
| 39 | INDIANAPOLIS | 39,800 | .68 |
| 40 | CINCINNATI | 39,700 | .68 |
| 41 | HARTFORD-NEW HAVEN | 38,400 | .66 |
| 41 | LITTLE ROCK | 38,400 | .66 |
| 43 | SAVANNAH | 37,300 | .64 |
| 44 | MACON | 35,300 | .61 |
| 45 | COLUMBUS, GA | 34,900 | .60 |
| 46 | PITTSBURGH | 34,500 | .59 |
| 47 | COLUMBUS, OH | 34,300 | .59 |
| 48 | GREENVILLE-NEW BERN-WASHINGTON | 33,500 | .57 |
| 49 | SACRAMENTO-STOCKTON | 30,000 | .51 |
| 50 | ROANOKE-LYNCHBURG | 29,800 | .51 |
| 51 | TALLAHASSEE-THOMASVILLE | 29,300 | .50 |
| 52 | LOUISVILLE | 28,600 | .49 |
| 53 | SAN DIEGO | 27,900 | .48 |
| 53 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 27,900 | .48 |
| 55 | FLORENCE-MYRTLE BEACH | 26,500 | .45 |
| 56 | DAYTON | 25,300 | .43 |
| 57 | FLINT-SAGINAW-BAY CITY | 25,100 | .43 |
| 57 | MONROE-EL DORADO | 25,100 | .43 |
| 59 | BUFFALO | 24,800 | .43 |
| 60 | COLUMBUS-TUPELO | 24,500 | .42 |
| 61 | LAFAYETTE, LA | 24,400 | .42 |
| 62 | SEATTLE-TACOMA | 24,300 | .42 |
| 63 | ALBANY, GA | 24,200 | .42 |
| 64 | OKLAHOMA CITY | 22,200 | .38 |
| 65 | GREENWOOD-GREENVILLE | 21,700 | .37 |
| 66 | DENVER | 20,000 | .34 |
| 67 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 19,900 | .34 |
| 68 | WACO-TEMPLE-BRYAN | 19,200 | .33 |
| 69 | ROCHESTER, NY | 18,500 | .32 |
| 70 | SAN ANTONIO | 18,200 | .31 |
| 71 | HUNTSVILLE-DECATUR-FLORENCE | 17,700 | .30 |
| 72 | WILMINGTON | 17,500 | .30 |
| 73 | BEAUMONT-PORT ARTHUR | 17,300 | .30 |
| 73 | TYLER-LONGVIEW-JACKSONVILLE | 17,300 | .30 |
| 75 | MINNEAPOLIS-ST. PAUL | 17,200 | .30 |
| 76 | AUSTIN, TX | 15,700 | .27 |
| 77 | PHOENIX | 14,800 | .25 |
| 78 | TULSA | 14,400 | .25 |
| 79 | LAS VEGAS | 14,300 | .25 |
| 79 | TOLEDO | 14,300 | .25 |
| 81 | CHATTANOOGA | 13,300 | .23 |
| 81 | LAUREL-HATTIESBURG | 13,300 | .23 |
| 83 | HARRISBURG-YORK-LANCASTER-LEBANON | 11,400 | .20 |
| 84 | MERIDIAN | 11,300 | .19 |
| 85 | BILOXI-GULFPORT-PASCAGOULA | 11,200 | .19 |
| 85 | YOUNGSTOWN | 11,200 | .19 |
| 87 | SOUTH BEND-ELKHART | 11,000 | .19 |
| 88 | ALEXANDRIA, LA | 10,800 | .19 |
| 89 | LEXINGTON | 10,200 | .18 |
| 90 | SPRINGFIELD-DECATUR-CHAMPAIGN | 10,000 | .17 |
| 91 | OMAHA | 9,900 | .17 |
| 92 | FRESNO-VISALIA | 9,500 | .16 |
| 93 | SALISBURY | 9,200 | .16 |
| 94 | DOTHAN | 8,800 | .15 |
| 95 | KNOXVILLE | 8,600 | .15 |
| 95 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 8,600 | .15 |
| 95 | SYRACUSE | 8,600 | .15 |
| 98 | LAKE CHARLES | 8,400 | .14 |
| 99 | ALBANY-SCHENECTADY-TROY | 8,300 | .14 |
| 100 | PROVIDENCE-NEW BEDFORD | 7,800 | .13 |
| 100 | WICHITA-HUTCHINSON | 7,800 | .13 |
| 102 | PORTLAND, OR | 7,700 | .13 |
| 103 | LANSING | 7,500 | .13 |
| 104 | GAINESVILLE | 7,400 | .13 |
| 105 | TUSCALOOSA | 7,200 | .12 |
| 106 | SPRINGFIELD, MA | 7,000 | .12 |
| 107 | FT. MYERS-NAPLES | 6,500 | .11 |
| 108 | WICHITA FALLS-LAWTON | 6,200 | .11 |
| 109 | FT. WAYNE | 6,100 | .10 |
| 110 | PEORIA-BLOOMINGTON | 6,000 | .10 |
| 111 | JACKSON, TN | 5,600 | .10 |
| 111 | PANAMA CITY | 5,600 | .10 |
| 113 | COLORADO SPRINGS-PUEBLO | 5,500 | .09 |
| 114 | ROCKFORD | 5,200 | .09 |
| 115 | EVANSVILLE | 5,100 | .09 |
| 116 | CHARLESTON-HUNTINGTON | 4,800 | .08 |
| 117 | TOPEKA | 4,500 | .08 |
| 118 | BAKERSFIELD | 4,300 | .07 |
| 118 | LUBBOCK | 4,300 | .07 |
| 120 | TUCSON | 4,200 | .07 |
| 121 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 4,100 | .07 |
| 122 | ALBUQUERQUE | 3,900 | .07 |
| 122 | ANNISTON | 3,900 | .07 |
| 124 | EL PASO | 3,800 | .07 |
| 125 | SALINAS-MONTEREY | 3,700 | .06 |
| 126 | BLUEFIELD-BECKLEY-OAK HILL | 3,400 | .06 |
| 127 | AMARILLO | 3,200 | .05 |
| 127 | COLUMBIA-JEFFERSON CITY | 3,200 | .05 |
| 127 | DES MOINES | 3,200 | .05 |
| 130 | CHARLOTTESVILLE | 3,100 | .05 |
| 130 | MADISON | 3,100 | .05 |
| 130 | ODESSA-MIDLAND | 3,100 | .05 |
| 133 | CORPUS CHRISTI | 2,800 | .05 |
| 134 | ERIE | 2,700 | .05 |
| 135 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 2,400 | .04 |
| 135 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 2,400 | .04 |
| 137 | ABILENE-SWEETWATER | 2,300 | .04 |
| 138 | SARASOTA | 2,100 | .04 |
| 139 | LIMA | 2,000 | .03 |
| 140 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 1,900 | .03 |
| 141 | FT. SMITH | 1,700 | .03 |
| 141 | HARRISONBURG | 1,700 | .03 |
| 141 | WILKES BARRE-SCRANTON | 1,700 | .03 |
| 144 | SALT LAKE CITY | 1,600 | .03 |
| 145 | SPRINGFIELD, MO | 1,500 | .03 |
| 145 | UTICA | 1,500 | .03 |
| 145 | WHEELING-STEUBENVILLE | 1,500 | .03 |
| 148 | RENO | 1,400 | .02 |
| 149 | ARDMORE-ADA | 1,300 | .02 |
| 149 | JOHNSTOWN-ALTOONA | 1,300 | .02 |
| 149 | PALM SPRINGS | 1,300 | .02 |
| 152 | BOWLING GREEN | 1,200 | .02 |
| 153 | JONESBORO | 1,100 | .02 |
| 153 | TERRE HAUTE | 1,100 | .02 |
| 155 | WATERTOWN-CARTHAGE | 1,000 | .02 |
| 156 | BINGHAMTON | 900 | .02 |
| 156 | VICTORIA | 900 | .02 |
| 158 | EL CENTRO-YUMA | 800 | .01 |
| 158 | ELMIRA | 800 | .01 |
| 158 | QUINCY-HANNIBAL | 800 | .01 |
| 161 | HAGERSTOWN | 700 | .01 |
| 161 | SAN ANGELO | 700 | .01 |
| 161 | SPOKANE | 700 | .01 |
| 161 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 700 | .01 |
| 165 | LINCOLN-HASTINGS-KEARNEY | 600 | .01 |
| 165 | ZANESVILLE | 600 | .01 |
| 167 | BURLINGTON-PLATTSBURGH | 500 | .01 |
| 167 | CHICO-REDDING | 500 | .01 |
| 167 | CLARKSBURG-WESTON | 500 | .01 |
| 167 | JOPLIN-PITTSBURG | 500 | .01 |
| 167 | PORTLAND-POLAND SPRING | 500 | .01 |
| 172 | BOISE | 400 | .01 |
| 172 | LAFAYETTE, IN | 400 | .01 |
| 172 | ST. JOSEPH | 400 | .01 |
| 175 | CHEYENNE-SCOTTSBLUFF (STERLING) | 300 | .01 |
| 175 | EUGENE | 300 | .01 |
| 175 | GREEN BAY-APPLETON | 300 | .01 |
| 175 | MEDFORD | 300 | .01 |
| 175 | RAPID CITY | 300 | .01 |
| 175 | SIOUX CITY | 300 | .01 |
| 181 | EUREKA | 200 | - |
| 181 | FARGO | 200 | - |
| 181 | FLAGSTAFF | 200 | - |
| 181 | GREAT FALLS | 200 | - |
| 181 | IDAHO FALLS-POCATELLO | 200 | - |
| 181 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 200 | - |
| 181 | PARKERSBURG | 200 | - |
| 181 | ROCHESTER-MASON CITY-AUSTIN | 200 | - |
| 181 | TRAVERSE CITY-CADILLAC | 200 | - |
| 190 | BANGOR | 100 | - |
| 190 | BILLINGS-HARDIN | 100 | - |
| 190 | CASPER-RIVERTON | 100 | - |
| 190 | DULUTH-SUPERIOR | 100 | - |
| 190 | GRAND JUNCTION-DURANGO | 100 | - |
| 190 | MARQUETTE | 100 | - |
| 190 | PRESQUE ISLE | 100 | - |
| 190 | SIOUX FALLS-MITCHELL | 100 | - |
| 198 | ALPENA | | |
| 198 | BEND | | |
| 198 | BUTTE | | |
| 198 | HELENA | | |
| 198 | LA CROSSE-EAU CLAIRE | | |
| 198 | LAREDO | | |
| 198 | MANKATO | | |
| 198 | MCALLEN-BROWNSVILLE: LRGV | | |
| 198 | MISSOULA | | |
| 198 | NORTH PLATTE | | |
| 198 | OTTUMWA-KIRKSVILLE | | |
| 198 | TWIN FALLS | | |
| 198 | WAUSAU-RHINELANDER | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC WOMEN 25-49

US TOTAL 4,258,500

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 888,300 | 20.86 |
| 2 | NEW YORK | 606,300 | 14.24 |
| 3 | MIAMI-FT.LAUDERDALE | 227,200 | 5.34 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 173,200 | 4.07 |
| 5 | CHICAGO | 163,600 | 3.84 |
| 6 | HOUSTON | 156,800 | 3.68 |
| 7 | SAN ANTONIO | 148,800 | 3.49 |
| 8 | MCALLEN-BROWNSVILLE: LRGV | 107,800 | 2.53 |
| 9 | DALLAS-FT. WORTH | 103,600 | 2.43 |
| 10 | EL PASO | 97,500 | 2.29 |
| 11 | SAN DIEGO | 97,200 | 2.28 |
| 12 | ALBUQUERQUE | 92,900 | 2.18 |
| 13 | FRESNO-VISALIA | 80,800 | 1.90 |
| 14 | SACRAMENTO-STOCKTON | 76,400 | 1.79 |
| 15 | PHOENIX | 75,900 | 1.78 |
| 16 | DENVER | 56,900 | 1.34 |
| 17 | WASHINGTON, DC | 56,300 | 1.32 |
| 18 | PHILADELPHIA | 56,200 | 1.32 |
| 19 | BOSTON | 48,600 | 1.14 |
| 20 | CORPUS CHRISTI | 48,100 | 1.13 |
| 21 | TUCSON | 39,900 | .94 |
| 22 | AUSTIN, TX | 36,400 | .85 |
| 23 | TAMPA-ST.PETERSBURG | 33,500 | .79 |
| 24 | SALINAS-MONTEREY | 31,900 | .75 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 29,800 | .70 |
| 26 | HARTFORD-NEW HAVEN | 29,200 | .69 |
| 27 | BAKERSFIELD | 24,600 | .58 |
| 28 | LAREDO | 23,600 | .55 |
| 29 | ODESSA-MIDLAND | 22,000 | .52 |
| 30 | SEATTLE-TACOMA | 21,100 | .50 |
| 31 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 21,000 | .49 |
| 32 | EL CENTRO-YUMA | 20,400 | .48 |
| 33 | COLORADO SPRINGS-PUEBLO | 18,800 | .44 |
| 34 | LUBBOCK | 18,600 | .44 |
| 35 | DETROIT | 17,100 | .40 |
| 35 | PALM SPRINGS | 17,100 | .40 |
| 37 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 16,900 | .40 |
| 38 | LAS VEGAS | 16,600 | .39 |
| 39 | SALT LAKE CITY | 16,400 | .39 |
| 40 | PORTLAND, OR | 14,700 | .35 |
| 41 | ATLANTA | 14,600 | .34 |
| 41 | WACO-TEMPLE-BRYAN | 14,600 | .34 |
| 43 | AMARILLO | 14,300 | .34 |
| 44 | MILWAUKEE | 12,400 | .29 |
| 45 | PROVIDENCE-NEW BEDFORD | 12,200 | .29 |
| 46 | NEW ORLEANS | 11,600 | .27 |
| 47 | CLEVELAND | 11,500 | .27 |
| 47 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 11,500 | .27 |
| 49 | SPRINGFIELD, MA | 10,100 | .24 |
| 50 | KANSAS CITY | 9,400 | .22 |
| 51 | OKLAHOMA CITY | 8,300 | .19 |
| 51 | WICHITA-HUTCHINSON | 8,300 | .19 |
| 53 | ABILENE-SWEETWATER | 7,700 | .18 |
| 53 | FT. MYERS-NAPLES | 7,700 | .18 |
| 55 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 7,600 | .18 |
| 55 | MINNEAPOLIS-ST. PAUL | 7,600 | .18 |
| 55 | RENO | 7,600 | .18 |
| 58 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 7,200 | .17 |
| 59 | BALTIMORE | 7,000 | .16 |
| 59 | TOLEDO | 7,000 | .16 |
| 61 | SAN ANGELO | 6,400 | .15 |
| 62 | RALEIGH-DURHAM | 6,100 | .14 |
| 63 | BUFFALO | 6,000 | .14 |
| 64 | HARRISBURG-YORK-LANCASTER-LEBANON | 5,800 | .14 |
| 64 | ROCHESTER, NY | 5,800 | .14 |
| 66 | FLINT-SAGINAW-BAY CITY | 5,700 | .13 |
| 66 | JACKSONVILLE | 5,700 | .13 |
| 68 | ST. LOUIS | 5,300 | .12 |
| 69 | WICHITA FALLS-LAWTON | 5,200 | .12 |
| 70 | CHICO-REDDING | 5,000 | .12 |
| 71 | SPOKANE | 4,900 | .12 |
| 72 | VICTORIA | 4,700 | .11 |
| 73 | BOISE | 4,500 | .11 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 4,400 | .10 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,900 | .09 |
| 76 | ALBANY-SCHENECTADY-TROY | 3,800 | .09 |
| 76 | INDIANAPOLIS | 3,800 | .09 |
| 78 | TULSA | 3,700 | .09 |
| 79 | LANSING | 3,400 | .08 |
| 80 | CHARLOTTE | 3,300 | .08 |
| 81 | NASHVILLE | 3,200 | .08 |
| 81 | SHREVEPORT-TEXARKANA | 3,200 | .08 |
| 83 | IDAHO FALLS-POCATELLO | 3,100 | .07 |
| 83 | PITTSBURGH | 3,100 | .07 |
| 85 | MOBILE-PENSACOLA | 3,000 | .07 |
| 85 | OMAHA | 3,000 | .07 |
| 87 | COLUMBUS, OH | 2,800 | .07 |
| 87 | GRAND JUNCTION-DURANGO | 2,800 | .07 |
| 89 | BEAUMONT-PORT ARTHUR | 2,600 | .06 |
| 90 | SOUTH BEND-ELKHART | 2,500 | .06 |
| 90 | SYRACUSE | 2,500 | .06 |
| 92 | TOPEKA | 2,400 | .06 |
| 93 | CHEYENNE-SCOTTSBLUFF (STERLING) | 2,300 | .05 |
| 93 | MEDFORD | 2,300 | .05 |
| 95 | CINCINNATI | 2,100 | .05 |
| 95 | EUGENE | 2,100 | .05 |
| 95 | GREENSBORO-WINSTON SALEM-HIGH POINT | 2,100 | .05 |
| 95 | GREENVILLE-SPARTANBURG-ASHEVILLE | 2,100 | .05 |
| 95 | MEMPHIS | 2,100 | .05 |
| 95 | ROCKFORD | 2,100 | .05 |
| 101 | FT. WAYNE | 2,000 | .05 |
| 101 | RICHMOND | 2,000 | .05 |
| 103 | BATON ROUGE | 1,900 | .04 |
| 103 | DAYTON | 1,900 | .04 |
| 105 | DES MOINES | 1,800 | .04 |
| 105 | FLAGSTAFF | 1,800 | .04 |
| 105 | GREENVILLE-NEW BERN-WASHINGTON | 1,800 | .04 |
| 108 | COLUMBIA, SC | 1,600 | .04 |
| 108 | LITTLE ROCK | 1,600 | .04 |
| 108 | SAVANNAH | 1,600 | .04 |
| 108 | TALLAHASSEE-THOMASVILLE | 1,600 | .04 |
| 108 | WILKES BARRE-SCRANTON | 1,600 | .04 |
| 108 | YOUNGSTOWN | 1,600 | .04 |
| 114 | COLUMBUS, GA | 1,500 | .04 |
| 114 | LOUISVILLE | 1,500 | .04 |
| 114 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,500 | .04 |
| 117 | CHARLESTON, SC | 1,400 | .03 |
| 117 | SPRINGFIELD, MO | 1,400 | .03 |
| 119 | GAINESVILLE | 1,300 | .03 |
| 119 | LINCOLN-HASTINGS-KEARNEY | 1,300 | .03 |
| 119 | MADISON | 1,300 | .03 |
| 122 | CHATTANOOGA | 1,200 | .03 |
| 122 | LAFAYETTE, LA | 1,200 | .03 |
| 122 | PORTLAND-POLAND SPRING | 1,200 | .03 |
| 125 | AUGUSTA | 1,100 | .03 |
| 125 | BIRMINGHAM | 1,100 | .03 |
| 125 | EUREKA | 1,100 | .03 |
| 125 | PEORIA-BLOOMINGTON | 1,100 | .03 |
| 125 | ROANOKE-LYNCHBURG | 1,100 | .03 |
| 125 | SARASOTA | 1,100 | .03 |
| 131 | BILLINGS-HARDIN | 1,000 | .02 |
| 131 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,000 | .02 |
| 131 | GREEN BAY-APPLETON | 1,000 | .02 |
| 131 | HUNTSVILLE-DECATUR-FLORENCE | 1,000 | .02 |
| 131 | TWIN FALLS | 1,000 | .02 |
| 136 | ALEXANDRIA, LA | 900 | .02 |
| 136 | FT. SMITH | 900 | .02 |
| 136 | LEXINGTON | 900 | .02 |
| 136 | RAPID CITY | 900 | .02 |
| 140 | BILOXI-GULFPORT-PASCAGOULA | 800 | .02 |
| 140 | BURLINGTON-PLATTSBURGH | 800 | .02 |
| 140 | FARGO | 800 | .02 |
| 140 | KNOXVILLE | 800 | .02 |
| 140 | MACON | 800 | .02 |
| 140 | PANAMA CITY | 800 | .02 |
| 146 | BINGHAMTON | 700 | .02 |
| 146 | CASPER-RIVERTON | 700 | .02 |
| 146 | SIOUX CITY | 700 | .02 |
| 149 | ALBANY, GA | 600 | .01 |
| 149 | CHARLESTON-HUNTINGTON | 600 | .01 |
| 149 | ERIE | 600 | .01 |
| 149 | JOHNSTOWN-ALTOONA | 600 | .01 |
| 149 | JOPLIN-PITTSBURG | 600 | .01 |
| 149 | MONROE-EL DORADO | 600 | .01 |
| 149 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 600 | .01 |
| 149 | UTICA | 600 | .01 |
| 149 | WILMINGTON | 600 | .01 |
| 158 | ARDMORE-ADA | 500 | .01 |
| 158 | DOTHAN | 500 | .01 |
| 158 | EVANSVILLE | 500 | .01 |
| 158 | JACKSON, MS | 500 | .01 |
| 158 | MONTGOMERY-SELMA | 500 | .01 |
| 158 | ROCHESTER-MASON CITY-AUSTIN | 500 | .01 |
| 158 | SALISBURY | 500 | .01 |
| 158 | TRAVERSE CITY-CADILLAC | 500 | .01 |
| 166 | BLUEFIELD-BECKLEY-OAK HILL | 400 | .01 |
| 166 | BUTTE | 400 | .01 |
| 166 | COLUMBIA-JEFFERSON CITY | 400 | .01 |
| 166 | LA CROSSE-EAU CLAIRE | 400 | .01 |
| 166 | LAKE CHARLES | 400 | .01 |
| 166 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 400 | .01 |
| 166 | MISSOULA | 400 | .01 |
| 166 | NORTH PLATTE | 400 | .01 |
| 166 | WATERTOWN-CARTHAGE | 400 | .01 |
| 175 | ANNISTON | 300 | .01 |
| 175 | BEND | 300 | .01 |
| 175 | COLUMBUS-TUPELO | 300 | .01 |
| 175 | FLORENCE-MYRTLE BEACH | 300 | .01 |
| 175 | HARRISONBURG | 300 | .01 |
| 175 | LAFAYETTE, IN | 300 | .01 |
| 175 | QUINCY-HANNIBAL | 300 | .01 |
| 175 | ST. JOSEPH | 300 | .01 |
| 175 | SIOUX FALLS-MITCHELL | 300 | .01 |
| 175 | WAUSAU-RHINELANDER | 300 | .01 |
| 185 | BANGOR | 200 | - |
| 185 | CHARLOTTESVILLE | 200 | - |
| 185 | CLARKSBURG-WESTON | 200 | - |
| 185 | GREAT FALLS | 200 | - |
| 185 | GREENWOOD-GREENVILLE | 200 | - |
| 185 | HAGERSTOWN | 200 | - |
| 185 | JONESBORO | 200 | - |
| 185 | LAUREL-HATTIESBURG | 200 | - |
| 185 | LIMA | 200 | - |
| 185 | MANKATO | 200 | - |
| 185 | PARKERSBURG | 200 | - |
| 185 | TERRE HAUTE | 200 | - |
| 185 | WHEELING-STEUBENVILLE | 200 | - |
| 198 | ALPENA | 100 | - |
| 198 | BOWLING GREEN | 100 | - |
| 198 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 100 | - |
| 198 | DULUTH-SUPERIOR | 100 | - |
| 198 | ELMIRA | 100 | - |
| 198 | HELENA | 100 | - |
| 198 | JACKSON, TN | 100 | - |
| 198 | MARQUETTE | 100 | - |
| 198 | MERIDIAN | 100 | - |
| 198 | PRESQUE ISLE | 100 | - |
| 198 | TUSCALOOSA | 100 | - |
| 198 | ZANESVILLE | 100 | - |
| 210 | OTTUMWA-KIRKSVILLE | | |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### ALL WOMEN 25-54

US TOTAL 53,948,100

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 4,254,200 | 7.89 |
| 2 | LOS ANGELES | 3,202,100 | 5.94 |
| 3 | CHICAGO | 1,862,500 | 3.45 |
| 4 | PHILADELPHIA | 1,570,300 | 2.91 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 1,396,900 | 2.59 |
| 6 | BOSTON | 1,290,200 | 2.39 |
| 7 | WASHINGTON, DC | 1,190,700 | 2.21 |
| 8 | DALLAS-FT. WORTH | 1,081,800 | 2.01 |
| 9 | DETROIT | 1,044,800 | 1.94 |
| 10 | ATLANTA | 939,500 | 1.74 |
| 11 | HOUSTON | 925,000 | 1.71 |
| 12 | MINNEAPOLIS-ST. PAUL | 815,300 | 1.51 |
| 13 | CLEVELAND | 812,300 | 1.51 |
| 14 | SEATTLE-TACOMA | 807,400 | 1.50 |
| 15 | MIAMI-FT. LAUDERDALE | 726,200 | 1.35 |
| 16 | ST. LOUIS | 637,900 | 1.18 |
| 17 | SACRAMENTO-STOCKTON | 632,800 | 1.17 |
| 18 | PITTSBURGH | 609,800 | 1.13 |
| 19 | DENVER | 606,400 | 1.12 |
| 20 | BALTIMORE | 603,200 | 1.12 |
| 21 | TAMPA-ST. PETERSBURG | 586,400 | 1.09 |
| 22 | PHOENIX | 568,500 | 1.05 |
| 23 | SAN DIEGO | 551,100 | 1.02 |
| 24 | HARTFORD-NEW HAVEN | 548,000 | 1.02 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 494,200 | .92 |
| 26 | INDIANAPOLIS | 493,800 | .92 |
| 27 | PORTLAND, OR | 483,100 | .90 |
| 28 | MILWAUKEE | 445,500 | .83 |
| 29 | CINCINNATI | 441,000 | .82 |
| 30 | RALEIGH-DURHAM | 439,600 | .81 |
| 31 | CHARLOTTE | 439,400 | .81 |
| 32 | KANSAS CITY | 438,900 | .81 |
| 33 | NASHVILLE | 420,000 | .78 |
| 34 | COLUMBUS, OH | 408,800 | .76 |
| 35 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 370,200 | .69 |
| 36 | GREENVILLE-SPARTANBURG-ASHEVILLE | 367,000 | .68 |
| 37 | NEW ORLEANS | 361,700 | .67 |
| 38 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 361,200 | .67 |
| 39 | SAN ANTONIO | 357,200 | .66 |
| 40 | MEMPHIS | 356,200 | .66 |
| 41 | SALT LAKE CITY | 350,500 | .65 |
| 42 | BUFFALO | 343,200 | .64 |
| 43 | PROVIDENCE-NEW BEDFORD | 324,600 | .60 |
| 44 | LOUISVILLE | 321,100 | .60 |
| 45 | HARRISBURG-YORK-LANCASTER-LEBANON | 313,300 | .58 |
| 46 | OKLAHOMA CITY | 309,100 | .57 |
| 47 | GREENSBORO-WINSTON SALEM-HIGH POINT | 302,900 | .56 |
| 48 | ALBUQUERQUE | 302,100 | .56 |
| 49 | BIRMINGHAM | 289,400 | .54 |
| 50 | DAYTON | 285,200 | .53 |
| 51 | ALBANY-SCHENECTADY-TROY | 280,100 | .52 |
| 52 | JACKSONVILLE | 276,500 | .51 |
| 53 | FRESNO-VISALIA | 271,700 | .50 |
| 54 | WILKES BARRE-SCRANTON | 268,300 | .50 |
| 55 | RICHMOND | 265,600 | .49 |
| 56 | FLINT-SAGINAW-BAY CITY | 261,700 | .49 |
| 57 | CHARLESTON-HUNTINGTON | 260,600 | .48 |
| 58 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 250,600 | .46 |
| 59 | LITTLE ROCK | 249,300 | .46 |
| 60 | TULSA | 244,600 | .45 |
| 61 | MOBILE-PENSACOLA | 239,800 | .44 |
| 62 | KNOXVILLE | 239,400 | .44 |
| 63 | TOLEDO | 226,700 | .42 |
| 64 | WICHITA-HUTCHINSON | 220,700 | .41 |
| 65 | SYRACUSE | 216,100 | .40 |
| 66 | ROANOKE-LYNCHBURG | 215,600 | .40 |
| 67 | AUSTIN, TX | 214,700 | .40 |
| 68 | ROCHESTER, NY | 212,500 | .39 |
| 69 | GREEN BAY-APPLETON | 211,000 | .39 |
| 70 | PORTLAND-POLAND SPRING | 210,500 | .39 |
| 71 | LEXINGTON | 201,100 | .37 |
| 72 | SHREVEPORT-TEXARKANA | 199,400 | .37 |
| 73 | OMAHA | 198,600 | .37 |
| 74 | DES MOINES | 194,300 | .36 |
| 75 | COLUMBIA, SC | 181,700 | .34 |
| 76 | LAS VEGAS | 179,300 | .33 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 179,300 | .33 |
| 78 | CHATTANOOGA | 177,500 | .33 |
| 79 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 170,300 | .32 |
| 80 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 167,700 | .31 |
| 80 | SPOKANE | 167,700 | .31 |
| 82 | TUCSON | 166,800 | .31 |
| 83 | SOUTH BEND-ELKHART | 165,900 | .31 |
| 84 | HUNTSVILLE-DECATUR-FLORENCE | 164,700 | .31 |
| 84 | SPRINGFIELD, MO | 164,700 | .31 |
| 86 | JACKSON, MS | 164,500 | .30 |
| 87 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 160,700 | .30 |
| 88 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 159,700 | .30 |
| 89 | EL PASO | 158,200 | .29 |
| 90 | JOHNSTOWN-ALTOONA | 156,200 | .29 |
| 91 | BATON ROUGE | 155,400 | .29 |
| 92 | MADISON | 151,400 | .28 |
| 93 | YOUNGSTOWN | 146,400 | .27 |
| 94 | EVANSVILLE | 142,900 | .26 |
| 95 | BURLINGTON-PLATTSBURGH | 141,700 | .26 |
| 96 | SPRINGFIELD, MA | 141,100 | .26 |
| 97 | CHARLESTON, SC | 138,500 | .26 |
| 98 | COLORADO SPRINGS-PUEBLO | 138,200 | .26 |
| 99 | MCALLEN-BROWNSVILLE: LRGV | 136,700 | .25 |
| 100 | LANSING | 134,400 | .25 |
| 101 | SAVANNAH | 134,000 | .25 |
| 102 | FT. WAYNE | 133,300 | .25 |
| 103 | WACO-TEMPLE-BRYAN | 133,100 | .25 |
| 104 | SALINAS-MONTEREY | 131,400 | .24 |
| 105 | GREENVILLE-NEW BERN-WASHINGTON | 128,800 | .24 |
| 106 | AUGUSTA | 123,900 | .23 |
| 107 | FT. MYERS-NAPLES | 120,200 | .22 |
| 108 | LINCOLN-HASTINGS-KEARNEY | 119,900 | .22 |
| 109 | MONTGOMERY-SELMA | 118,400 | .22 |
| 109 | PEORIA-BLOOMINGTON | 118,400 | .22 |
| 111 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 117,300 | .22 |
| 112 | TALLAHASSEE-THOMASVILLE | 112,600 | .21 |
| 113 | RENO | 110,300 | .20 |
| 114 | SIOUX FALLS-MITCHELL | 110,100 | .20 |
| 115 | MACON | 109,000 | .20 |
| 116 | FARGO | 108,000 | .20 |
| 117 | LAFAYETTE, LA | 107,700 | .20 |
| 118 | TYLER-LONGVIEW-JACKSONVILLE | 106,600 | .20 |
| 119 | EUGENE | 103,900 | .19 |
| 120 | CORPUS CHRISTI | 101,800 | .19 |
| 121 | COLUMBUS, GA | 101,100 | .19 |
| 122 | FT. SMITH | 100,900 | .19 |
| 123 | BAKERSFIELD | 96,900 | .18 |
| 124 | TRAVERSE CITY-CADILLAC | 95,000 | .18 |
| 125 | COLUMBUS-TUPELO | 93,900 | .17 |
| 126 | MONROE-EL DORADO | 92,400 | .17 |
| 127 | LA CROSSE-EAU CLAIRE | 91,800 | .17 |
| 128 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 91,400 | .17 |
| 129 | FLORENCE-MYRTLE BEACH | 90,300 | .17 |
| 130 | AMARILLO | 89,300 | .17 |
| 131 | BINGHAMTON | 87,800 | .16 |
| 131 | ROCKFORD | 87,800 | .16 |
| 133 | BEAUMONT-PORT ARTHUR | 87,400 | .16 |
| 134 | WAUSAU-RHINELANDER | 86,800 | .16 |
| 135 | BOISE | 85,400 | .16 |
| 136 | WILMINGTON | 84,000 | .16 |
| 137 | DULUTH-SUPERIOR | 83,900 | .16 |
| 138 | CHICO-REDDING | 83,600 | .15 |
| 139 | ERIE | 81,800 | .15 |
| 140 | WICHITA FALLS-LAWTON | 80,900 | .15 |
| 141 | TERRE HAUTE | 79,900 | .15 |
| 142 | TOPEKA | 79,700 | .15 |
| 143 | ODESSA-MIDLAND | 78,300 | .15 |
| 144 | ALBANY, GA | 77,900 | .14 |
| 145 | SIOUX CITY | 76,300 | .14 |
| 146 | WHEELING-STEUBENVILLE | 75,600 | .14 |
| 147 | BLUEFIELD-BECKLEY-OAK HILL | 74,500 | .14 |
| 148 | LUBBOCK | 73,600 | .14 |
| 149 | COLUMBIA-JEFFERSON CITY | 71,900 | .13 |
| 150 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 70,700 | .13 |
| 150 | ROCHESTER-MASON CITY-AUSTIN | 70,700 | .13 |
| 152 | BANGOR | 70,500 | .13 |
| 153 | MEDFORD | 69,500 | .13 |
| 154 | JOPLIN-PITTSBURG | 68,800 | .13 |
| 155 | BILOXI-GULFPORT-PASCAGOULA | 63,600 | .12 |
| 156 | IDAHO FALLS-POCATELLO | 60,600 | .11 |
| 157 | UTICA | 55,200 | .10 |
| 158 | CLARKSBURG-WESTON | 55,000 | .10 |
| 159 | ABILENE-SWEETWATER | 54,300 | .10 |
| 159 | QUINCY-HANNIBAL | 54,300 | .10 |
| 161 | PANAMA CITY | 53,400 | .10 |
| 162 | LAUREL-HATTIESBURG | 52,600 | .10 |
| 163 | PALM SPRINGS | 51,900 | .10 |
| 164 | SALISBURY | 51,600 | .10 |
| 165 | DOTHAN | 50,200 | .09 |
| 166 | HARRISONBURG | 49,800 | .09 |
| 166 | SARASOTA | 49,800 | .09 |
| 168 | ALEXANDRIA, LA | 49,100 | .09 |
| 169 | WATERTOWN-CARTHAGE | 48,600 | .09 |
| 170 | BILLINGS-HARDIN | 47,600 | .09 |
| 171 | GAINESVILLE | 47,400 | .09 |
| 172 | LAKE CHARLES | 47,200 | .09 |
| 173 | RAPID CITY | 47,000 | .09 |
| 174 | ELMIRA | 46,700 | .09 |
| 175 | GREENWOOD-GREENVILLE | 42,200 | .08 |
| 176 | EL CENTRO-YUMA | 40,100 | .07 |
| 177 | MISSOULA | 40,000 | .07 |
| 178 | JONESBORO | 37,000 | .07 |
| 179 | GRAND JUNCTION-DURANGO | 36,500 | .07 |
| 180 | MERIDIAN | 35,300 | .07 |
| 181 | ARDMORE-ADA | 34,800 | .06 |
| 182 | GREAT FALLS | 33,900 | .06 |
| 183 | PARKERSBURG | 31,700 | .06 |
| 184 | JACKSON, TN | 31,400 | .06 |
| 185 | TUSCALOOSA | 30,900 | .06 |
| 186 | EUREKA | 29,500 | .05 |
| 187 | LAREDO | 27,900 | .05 |
| 188 | MARQUETTE | 27,800 | .05 |
| 189 | SAN ANGELO | 26,400 | .05 |
| 190 | BOWLING GREEN | 25,700 | .05 |
| 190 | BUTTE | 25,700 | .05 |
| 192 | HAGERSTOWN | 25,400 | .05 |
| 193 | CHARLOTTESVILLE | 24,400 | .05 |
| 194 | ANNISTON | 24,300 | .05 |
| 195 | ST. JOSEPH | 24,100 | .04 |
| 196 | LAFAYETTE, IN | 24,000 | .04 |
| 197 | CASPER-RIVERTON | 23,000 | .04 |
| 197 | CHEYENNE-SCOTTSBLUFF (STERLING) | 23,000 | .04 |
| 199 | LIMA | 21,500 | .04 |
| 200 | TWIN FALLS | 19,500 | .04 |
| 201 | FLAGSTAFF | 19,300 | .04 |
| 202 | PRESQUE ISLE | 17,000 | .03 |
| 202 | ZANESVILLE | 17,000 | .03 |
| 204 | BEND | 16,300 | .03 |
| 204 | OTTUMWA-KIRKSVILLE | 16,300 | .03 |
| 206 | VICTORIA | 15,700 | .03 |
| 207 | MANKATO | 14,400 | .03 |
| 208 | HELENA | 10,600 | .02 |
| 209 | NORTH PLATTE | 8,900 | .02 |
| 210 | ALPENA | 8,000 | .01 |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### BLACK WOMEN 25-54 — US TOTAL 6,481,000

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 741,700 | 11.44 |
| 2 | CHICAGO | 348,700 | 5.38 |
| 3 | WASHINGTON, DC | 279,500 | 4.31 |
| 4 | LOS ANGELES | 265,900 | 4.10 |
| 5 | PHILADELPHIA | 262,100 | 4.04 |
| 6 | ATLANTA | 224,300 | 3.46 |
| 7 | DETROIT | 219,800 | 3.39 |
| 8 | HOUSTON | 158,900 | 2.45 |
| 9 | BALTIMORE | 153,400 | 2.37 |
| 10 | DALLAS-FT. WORTH | 141,300 | 2.18 |
| 11 | MIAMI-FT. LAUDERDALE | 134,900 | 2.08 |
| 12 | MEMPHIS | 127,100 | 1.96 |
| 13 | RALEIGH-DURHAM | 126,500 | 1.95 |
| 14 | SAN FRANCISCO-OAKLAND-SAN JOSE | 112,800 | 1.74 |
| 15 | NEW ORLEANS | 111,700 | 1.72 |
| 16 | CLEVELAND | 109,300 | 1.69 |
| 17 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 106,200 | 1.64 |
| 18 | ST. LOUIS | 95,400 | 1.47 |
| 19 | CHARLOTTE | 80,200 | 1.24 |
| 20 | RICHMOND | 78,900 | 1.22 |
| 21 | JACKSON, MS | 68,800 | 1.06 |
| 22 | BIRMINGHAM | 67,700 | 1.04 |
| 23 | COLUMBIA, SC | 66,300 | 1.02 |
| 24 | TAMPA-ST. PETERSBURG | 57,200 | .88 |
| 25 | GREENSBORO-WINSTON SALEM-HIGH POINT | 55,100 | .85 |
| 26 | SHREVEPORT-TEXARKANA | 54,700 | .84 |
| 27 | BOSTON | 54,100 | .83 |
| 28 | GREENVILLE-SPARTANBURG-ASHEVILLE | 53,300 | .82 |
| 29 | JACKSONVILLE | 51,900 | .80 |
| 30 | ORLANDO-DAYTONA BEACH-MELBOURNE | 51,100 | .79 |
| 31 | MOBILE-PENSACOLA | 50,000 | .77 |
| 32 | BATON ROUGE | 49,800 | .77 |
| 33 | NASHVILLE | 49,000 | .76 |
| 34 | MILWAUKEE | 48,600 | .75 |
| 35 | KANSAS CITY | 46,400 | .72 |
| 35 | MONTGOMERY-SELMA | 46,400 | .72 |
| 37 | CHARLESTON, SC | 44,700 | .69 |
| 38 | INDIANAPOLIS | 44,400 | .69 |
| 39 | CINCINNATI | 44,300 | .68 |
| 40 | AUGUSTA | 44,100 | .68 |
| 41 | HARTFORD-NEW HAVEN | 42,800 | .66 |
| 42 | LITTLE ROCK | 42,300 | .65 |
| 43 | SAVANNAH | 40,800 | .63 |
| 44 | PITTSBURGH | 39,200 | .60 |
| 45 | MACON | 39,000 | .60 |
| 46 | COLUMBUS, GA | 38,700 | .60 |
| 47 | COLUMBUS, OH | 38,300 | .59 |
| 48 | GREENVILLE-NEW BERN-WASHINGTON | 37,300 | .58 |
| 49 | ROANOKE-LYNCHBURG | 33,600 | .52 |
| 50 | SACRAMENTO-STOCKTON | 33,000 | .51 |
| 51 | TALLAHASSEE-THOMASVILLE | 32,200 | .50 |
| 52 | LOUISVILLE | 31,900 | .49 |
| 53 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 31,100 | .48 |
| 54 | SAN DIEGO | 30,300 | .47 |
| 55 | FLORENCE-MYRTLE BEACH | 29,200 | .45 |
| 56 | DAYTON | 28,800 | .44 |
| 57 | MONROE-EL DORADO | 28,400 | .44 |
| 58 | BUFFALO | 28,000 | .43 |
| 59 | FLINT-SAGINAW-BAY CITY | 27,700 | .43 |
| 60 | COLUMBUS-TUPELO | 27,500 | .42 |
| 61 | LAFAYETTE, LA | 27,400 | .42 |
| 62 | ALBANY, GA | 27,100 | .42 |
| 63 | SEATTLE-TACOMA | 26,200 | .40 |
| 64 | GREENWOOD-GREENVILLE | 24,100 | .37 |
| 65 | OKLAHOMA CITY | 23,900 | .37 |
| 66 | DENVER | 22,000 | .34 |
| 67 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 21,900 | .34 |
| 68 | WACO-TEMPLE-BRYAN | 21,100 | .33 |
| 69 | ROCHESTER, NY | 20,400 | .31 |
| 70 | SAN ANTONIO | 20,200 | .31 |
| 71 | BEAUMONT-PORT ARTHUR | 19,700 | .30 |
| 72 | HUNTSVILLE-DECATUR-FLORENCE | 19,600 | .30 |
| 73 | WILMINGTON | 19,500 | .30 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 19,300 | .30 |
| 75 | MINNEAPOLIS-ST. PAUL | 18,400 | .28 |
| 76 | AUSTIN, TX | 17,200 | .27 |
| 77 | PHOENIX | 16,200 | .25 |
| 77 | TULSA | 16,200 | .25 |
| 79 | TOLEDO | 15,900 | .25 |
| 80 | LAS VEGAS | 15,800 | .24 |
| 81 | CHATTANOOGA | 14,900 | .23 |
| 82 | LAUREL-HATTIESBURG | 14,800 | .23 |
| 83 | YOUNGSTOWN | 12,800 | .20 |
| 84 | HARRISBURG-YORK-LANCASTER-LEBANON | 12,700 | .20 |
| 84 | MERIDIAN | 12,700 | .20 |
| 86 | BILOXI-GULFPORT-PASCAGOULA | 12,300 | .19 |
| 87 | SOUTH BEND-ELKH[illegible]T | 12,200 | .19 |
| 88 | ALEXANDRIA, LA | 11,900 | .18 |
| 89 | LEXINGTON | 11,200 | .17 |
| 90 | OMAHA | 10,900 | .17 |
| 90 | SPRINGFIELD-DECATUR-CHAMPAIGN | 10,900 | .17 |
| 92 | FRESNO-VISALIA | 10,500 | .16 |
| 93 | SALISBURY | 10,300 | .16 |
| 94 | DOTHAN | 10,000 | .15 |
| 95 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 9,700 | .15 |
| 96 | LAKE CHARLES | 9,600 | .15 |
| 97 | KNOXVILLE | 9,400 | .15 |
| 97 | SYRACUSE | 9,400 | .15 |
| 99 | ALBANY-SCHENECTADY-TROY | 9,200 | .14 |
| 100 | WICHITA-HUTCHINSON | 8,900 | .14 |
| 101 | PORTLAND, OR | 8,600 | .13 |
| 102 | PROVIDENCE-NEW BEDFORD | 8,500 | .13 |
| 103 | LANSING | 8,300 | .13 |
| 104 | GAINESVILLE | 8,100 | .12 |
| 104 | TUSCALOOSA | 8,100 | .12 |
| 106 | SPRINGFIELD, MA | 7,700 | .12 |
| 107 | FT. MYERS-NAPLES | 7,300 | .11 |
| 108 | WICHITA FALLS-LAWTON | 7,100 | .11 |
| 109 | FT. WAYNE | 6,700 | .10 |
| 110 | PEORIA-BLOOMINGTON | 6,500 | .10 |
| 111 | PANAMA CITY | 6,400 | .10 |
| 112 | JACKSON, TN | 6,300 | .10 |
| 113 | COLORADO SPRINGS-PUEBLO | 6,100 | .09 |
| 114 | ROCKFORD | 5,800 | .09 |
| 115 | CHARLESTON-HUNTINGTON | 5,400 | .08 |
| 115 | EVANSVILLE | 5,400 | .08 |
| 117 | TOPEKA | 4,800 | .07 |
| 118 | BAKERSFIELD | 4,700 | .07 |
| 118 | LUBBOCK | 4,700 | .07 |
| 118 | TUCSON | 4,700 | .07 |
| 121 | ALBUQUERQUE | 4,500 | .07 |
| 122 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 4,400 | .07 |
| 123 | ANNISTON | 4,300 | .07 |
| 124 | EL PASO | 4,100 | .06 |
| 125 | SALINAS-MONTEREY | 4,000 | .06 |
| 126 | BLUEFIELD-BECKLEY-OAK HILL | 3,800 | .06 |
| 127 | COLUMBIA-JEFFERSON CITY | 3,600 | .06 |
| 127 | DES MOINES | 3,600 | .06 |
| 129 | AMARILLO | 3,400 | .05 |
| 129 | MADISON | 3,400 | .05 |
| 129 | ODESSA-MIDLAND | 3,400 | .05 |
| 132 | CHARLOTTESVILLE | 3,300 | .05 |
| 133 | CORPUS CHRISTI | 3,100 | .05 |
| 134 | ERIE | 2,900 | .04 |
| 135 | BRISTOL-KINGSPT-JOHNSN CTY; TRI-CTY | 2,800 | .04 |
| 136 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 2,700 | .04 |
| 137 | ABILENE-SWEETWATER | 2,600 | .04 |
| 138 | SARASOTA | 2,500 | .04 |
| 139 | LIMA | 2,200 | .03 |
| 140 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 2,100 | .03 |
| 141 | FT. SMITH | 1,800 | .03 |
| 141 | HARRISONBURG | 1,800 | .03 |
| 141 | WILKES BARRE-SCRANTON | 1,800 | .03 |
| 144 | SALT LAKE CITY | 1,700 | .03 |
| 144 | UTICA | 1,700 | .03 |
| 146 | RENO | 1,600 | .02 |
| 146 | WHEELING-STEUBENVILLE | 1,600 | .02 |
| 148 | SPRINGFIELD, MO | 1,500 | .02 |
| 149 | ARDMORE-ADA | 1,400 | .02 |
| 149 | BOWLING GREEN | 1,400 | .02 |
| 149 | PALM SPRINGS | 1,400 | .02 |
| 152 | JOHNSTOWN-ALTOONA | 1,300 | .02 |
| 153 | JONESBORO | 1,200 | .02 |
| 153 | TERRE HAUTE | 1,200 | .02 |
| 155 | BINGHAMTON | 1,000 | .02 |
| 155 | VICTORIA | 1,000 | .02 |
| 155 | WATERTOWN-CARTHAGE | 1,000 | .02 |
| 158 | EL CENTRO-YUMA | 900 | .01 |
| 158 | QUINCY-HANNIBAL | 900 | .01 |
| 158 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 900 | .01 |
| 161 | ELMIRA | 800 | .01 |
| 161 | SPOKANE | 800 | .01 |
| 163 | HAGERSTOWN | 700 | .01 |
| 163 | JOPLIN-PITTSBURG | 700 | .01 |
| 163 | LINCOLN-HASTINGS-KEARNEY | 700 | .01 |
| 163 | SAN ANGELO | 700 | .01 |
| 167 | ZANESVILLE | 600 | .01 |
| 168 | BURLINGTON-PLATTSBURGH | 500 | .01 |
| 168 | CHICO-REDDING | 500 | .01 |
| 168 | CLARKSBURG-WESTON | 500 | .01 |
| 168 | PORTLAND-POLAND SPRING | 500 | .01 |
| 172 | BOISE | 400 | .01 |
| 172 | CHEYENNE-SCOTTSBLUFF (STERLING) | 400 | .01 |
| 172 | LAFAYETTE, IN | 400 | .01 |
| 172 | ST. JOSEPH | 400 | .01 |
| 176 | EUGENE | 300 | - |
| 176 | GREEN BAY-APPLETON | 300 | - |
| 176 | MEDFORD | 300 | - |
| 176 | RAPID CITY | 300 | - |
| 176 | SIOUX CITY | 300 | - |
| 181 | EUREKA | 200 | - |
| 181 | FARGO | 200 | - |
| 181 | FLAGSTAFF | 200 | - |
| 181 | GREAT FALLS | 200 | - |
| 181 | IDAHO FALLS-POCATELLO | 200 | - |
| 181 | MCALLEN-BROWNSVILLE: LRGV | 200 | - |
| 181 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 200 | - |
| 181 | PARKERSBURG | 200 | - |
| 181 | ROCHESTER-MASON CITY-AUSTIN | 200 | - |
| 181 | TRAVERSE CITY-CADILLAC | 200 | - |
| 191 | BANGOR | 100 | - |
| 191 | BILLINGS-HARDIN | 100 | - |
| 191 | CASPER-RIVERTON | 100 | - |
| 191 | DULUTH-SUPERIOR | 100 | - |
| 191 | GRAND JUNCTION-DURANGO | 100 | - |
| 191 | MARQUETTE | 100 | - |
| 191 | OTTUMWA-KIRKSVILLE | 100 | - |
| 191 | PRESQUE ISLE | 100 | - |
| 191 | SIOUX FALLS-MITCHELL | 100 | - |
| 200 | ALPENA | | |
| 200 | BEND | | |
| 200 | BUTTE | | |
| 200 | HELENA | | |
| 200 | LA CROSSE-EAU CLAIRE | | |
| 200 | LAREDO | | |
| 200 | MANKATO | | |
| 200 | MISSOULA | | |
| 200 | NORTH PLATTE | | |
| 200 | TWIN FALLS | | |
| 200 | WAUSAU-RHINELANDER | | |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC WOMEN 25-54

US TOTAL 4,679,100

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 963,100 | 20.58 |
| 2 | NEW YORK | 677,000 | 14.47 |
| 3 | MIAMI-FT.LAUDERDALE | 263,000 | 5.62 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 190,100 | 4.06 |
| 5 | CHICAGO | 178,100 | 3.81 |
| 6 | HOUSTON | 168,300 | 3.60 |
| 7 | SAN ANTONIO | 165,600 | 3.54 |
| 8 | MCALLEN-BROWNSVILLE: LRGV | 119,900 | 2.56 |
| 9 | DALLAS-FT. WORTH | 111,800 | 2.39 |
| 10 | EL PASO | 108,700 | 2.32 |
| 11 | SAN DIEGO | 105,600 | 2.26 |
| 12 | ALBUQUERQUE | 103,500 | 2.21 |
| 13 | FRESNO-VISALIA | 88,000 | 1.88 |
| 14 | SACRAMENTO-STOCKTON | 83,100 | 1.78 |
| 15 | PHOENIX | 83,000 | 1.77 |
| 16 | DENVER | 62,300 | 1.33 |
| 17 | PHILADELPHIA | 61,400 | 1.31 |
| 18 | WASHINGTON, DC | 61,300 | 1.31 |
| 19 | CORPUS CHRISTI | 54,000 | 1.15 |
| 20 | BOSTON | 52,400 | 1.12 |
| 21 | TUCSON | 44,300 | .95 |
| 22 | AUSTIN, TX | 39,400 | .84 |
| 23 | TAMPA-ST. PETERSBURG | 37,600 | .80 |
| 24 | SALINAS-MONTEREY | 34,400 | .74 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 33,100 | .71 |
| 26 | HARTFORD-NEW HAVEN | 31,500 | .67 |
| 27 | BAKERSFIELD | 26,500 | .57 |
| 28 | LAREDO | 26,400 | .56 |
| 29 | ODESSA-MIDLAND | 23,800 | .51 |
| 30 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 22,800 | .49 |
| 30 | SEATTLE-TACOMA | 22,800 | .49 |
| 32 | EL CENTRO-YUMA | 22,500 | .48 |
| 33 | COLORADO SPRINGS-PUEBLO | 20,800 | .44 |
| 34 | LUBBOCK | 20,500 | .44 |
| 35 | DETROIT | 19,000 | .41 |
| 36 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 18,900 | .40 |
| 37 | PALM SPRINGS | 18,500 | .40 |
| 38 | LAS VEGAS | 18,400 | .39 |
| 39 | SALT LAKE CITY | 18,000 | .38 |
| 40 | PORTLAND, OR | 15,700 | .34 |
| 40 | WACO-TEMPLE-BRYAN | 15,700 | .34 |
| 42 | ATLANTA | 15,600 | .33 |
| 43 | AMARILLO | 15,300 | .33 |
| 44 | PROVIDENCE-NEW BEDFORD | 13,400 | .29 |
| 45 | MILWAUKEE | 13,300 | .28 |
| 46 | NEW ORLEANS | 13,100 | .28 |
| 47 | CLEVELAND | 12,800 | .27 |
| 48 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 12,400 | .27 |
| 49 | SPRINGFIELD, MA | 10,900 | .23 |
| 50 | KANSAS CITY | 10,200 | .22 |
| 51 | WICHITA-HUTCHINSON | 9,200 | .20 |
| 52 | OKLAHOMA CITY | 9,100 | .19 |
| 53 | FT. MYERS-NAPLES | 8,500 | .18 |
| 54 | ABILENE-SWEETWATER | 8,200 | .18 |
| 55 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 8,100 | .17 |
| 55 | MINNEAPOLIS-ST. PAUL | 8,100 | .17 |
| 55 | RENO | 8,100 | .17 |
| 58 | BALTIMORE | 7,700 | .16 |
| 59 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 7,600 | .16 |
| 59 | TOLEDO | 7,600 | .16 |
| 61 | SAN ANGELO | 7,100 | .15 |
| 62 | BUFFALO | 6,400 | .14 |
| 62 | HARRISBURG-YORK-LANCASTER-LEBANON | 6,400 | .14 |
| 62 | RALEIGH-DURHAM | 6,400 | .14 |
| 62 | ROCHESTER, NY | 6,400 | .14 |
| 66 | FLINT-SAGINAW-BAY CITY | 6,200 | .13 |
| 66 | JACKSONVILLE | 6,200 | .13 |
| 68 | ST. LOUIS | 5,900 | .13 |
| 69 | WICHITA FALLS-LAWTON | 5,700 | .12 |
| 70 | CHICO-REDDING | 5,500 | .12 |
| 71 | SPOKANE | 5,200 | .11 |
| 71 | VICTORIA | 5,200 | .11 |
| 73 | BOISE | 4,900 | .10 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 4,600 | .10 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 4,400 | .09 |
| 76 | INDIANAPOLIS | 4,200 | .09 |
| 76 | TULSA | 4,200 | .09 |
| 78 | ALBANY-SCHENECTADY-TROY | 4,100 | .09 |
| 79 | LANSING | 3,700 | .08 |
| 80 | CHARLOTTE | 3,600 | .08 |
| 81 | PITTSBURGH | 3,500 | .07 |
| 82 | SHREVEPORT-TEXARKANA | 3,400 | .07 |
| 83 | IDAHO FALLS-POCATELLO | 3,300 | .07 |
| 83 | MOBILE-PENSACOLA | 3,300 | .07 |
| 83 | OMAHA | 3,300 | .07 |
| 86 | NASHVILLE | 3,200 | .07 |
| 87 | GRAND JUNCTION-DURANGO | 3,100 | .07 |
| 88 | BEAUMONT-PORT ARTHUR | 3,000 | .06 |
| 88 | COLUMBUS, OH | 3,000 | .06 |
| 90 | SOUTH BEND-ELKHART | 2,800 | .06 |
| 91 | MEDFORD | 2,700 | .06 |
| 91 | SYRACUSE | 2,700 | .06 |
| 91 | TOPEKA | 2,700 | .06 |
| 94 | CHEYENNE-SCOTTSBLUFF (STERLING) | 2,500 | .05 |
| 95 | EUGENE | 2,400 | .05 |
| 95 | RICHMOND | 2,400 | .05 |
| 97 | CINCINNATI | 2,300 | .05 |
| 97 | ROCKFORD | 2,300 | .05 |
| 99 | BATON ROUGE | 2,200 | .05 |
| 99 | GREENSBORO-WINSTON SALEM-HIGH POINT | 2,200 | .05 |
| 99 | GREENVILLE-SPARTANBURG-ASHEVILLE | 2,200 | .05 |
| 99 | MEMPHIS | 2,200 | .05 |
| 103 | FT. WAYNE | 2,100 | .04 |
| 104 | DAYTON | 2,000 | .04 |
| 104 | WILKES BARRE-SCRANTON | 2,000 | .04 |
| 106 | DES MOINES | 1,900 | .04 |
| 106 | FLAGSTAFF | 1,900 | .04 |
| 106 | GREENVILLE-NEW BERN-WASHINGTON | 1,900 | .04 |
| 106 | SAVANNAH | 1,900 | .04 |
| 110 | COLUMBIA, SC | 1,800 | .04 |
| 110 | LITTLE ROCK | 1,800 | .04 |
| 110 | TALLAHASSEE-THOMASVILLE | 1,800 | .04 |
| 113 | LOUISVILLE | 1,700 | .04 |
| 113 | YOUNGSTOWN | 1,700 | .04 |
| 115 | CHARLESTON, SC | 1,500 | .03 |
| 115 | COLUMBUS, GA | 1,500 | .03 |
| 115 | GAINESVILLE | 1,500 | .03 |
| 115 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,500 | .03 |
| 119 | LINCOLN-HASTINGS-KEARNEY | 1,400 | .03 |
| 119 | MADISON | 1,400 | .03 |
| 119 | SPRINGFIELD, MO | 1,400 | .03 |
| 122 | AUGUSTA | 1,300 | .03 |
| 122 | CHATTANOOGA | 1,300 | .03 |
| 122 | SARASOTA | 1,300 | .03 |
| 125 | LAFAYETTE, LA | 1,200 | .03 |
| 125 | PORTLAND-POLAND SPRING | 1,200 | .03 |
| 127 | BILLINGS-HARDIN | 1,100 | .02 |
| 127 | BIRMINGHAM | 1,100 | .02 |
| 127 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,100 | .02 |
| 127 | EUREKA | 1,100 | .02 |
| 127 | GREEN BAY-APPLETON | 1,100 | .02 |
| 127 | HUNTSVILLE-DECATUR-FLORENCE | 1,100 | .02 |
| 127 | PEORIA-BLOOMINGTON | 1,100 | .02 |
| 127 | ROANOKE-LYNCHBURG | 1,100 | .02 |
| 127 | TWIN FALLS | 1,100 | .02 |
| 136 | ALEXANDRIA, LA | 1,000 | .02 |
| 136 | LEXINGTON | 1,000 | .02 |
| 136 | RAPID CITY | 1,000 | .02 |
| 139 | BURLINGTON-PLATTSBURGH | 900 | .02 |
| 139 | FARGO | 900 | .02 |
| 139 | FT. SMITH | 900 | .02 |
| 139 | KNOXVILLE | 900 | .02 |
| 143 | BILOXI-GULFPORT-PASCAGOULA | 800 | .02 |
| 143 | BINGHAMTON | 800 | .02 |
| 143 | MACON | 800 | .02 |
| 143 | PANAMA CITY | 800 | .02 |
| 143 | UTICA | 800 | .02 |
| 148 | CASPER-RIVERTON | 700 | .01 |
| 148 | ERIE | 700 | .01 |
| 148 | JOHNSTOWN-ALTOONA | 700 | .01 |
| 148 | JOPLIN-PITTSBURG | 700 | .01 |
| 148 | SIOUX CITY | 700 | .01 |
| 153 | ALBANY, GA | 600 | .01 |
| 153 | CHARLESTON-HUNTINGTON | 600 | .01 |
| 153 | MISSOULA | 600 | .01 |
| 153 | MONROE-EL DORADO | 600 | .01 |
| 153 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 600 | .01 |
| 153 | ROCHESTER-MASON CITY-AUSTIN | 600 | .01 |
| 153 | WILMINGTON | 600 | .01 |
| 160 | ARDMORE-ADA | 500 | .01 |
| 160 | COLUMBIA-JEFFERSON CITY | 500 | .01 |
| 160 | DOTHAN | 500 | .01 |
| 160 | EVANSVILLE | 500 | .01 |
| 160 | JACKSON, MS | 500 | .01 |
| 160 | LAKE CHARLES | 500 | .01 |
| 160 | MONTGOMERY-SELMA | 500 | .01 |
| 160 | SALISBURY | 500 | .01 |
| 160 | TRAVERSE CITY-CADILLAC | 500 | .01 |
| 160 | WATERTOWN-CARTHAGE | 500 | .01 |
| 170 | BLUEFIELD-BECKLEY-OAK HILL | 400 | .01 |
| 170 | BUTTE | 400 | .01 |
| 170 | LA CROSSE-EAU CLAIRE | 400 | .01 |
| 170 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 400 | .01 |
| 170 | NORTH PLATTE | 400 | .01 |
| 170 | ST. JOSEPH | 400 | .01 |
| 176 | ANNISTON | 300 | .01 |
| 176 | BANGOR | 300 | .01 |
| 176 | BEND | 300 | .01 |
| 176 | CHARLOTTESVILLE | 300 | .01 |
| 176 | CLARKSBURG-WESTON | 300 | .01 |
| 176 | COLUMBUS-TUPELO | 300 | .01 |
| 176 | ELMIRA | 300 | .01 |
| 176 | FLORENCE-MYRTLE BEACH | 300 | .01 |
| 176 | HARRISONBURG | 300 | .01 |
| 176 | LAFAYETTE, IN | 300 | .01 |
| 176 | LAUREL-HATTIESBURG | 300 | .01 |
| 176 | QUINCY-HANNIBAL | 300 | .01 |
| 176 | SIOUX FALLS-MITCHELL | 300 | .01 |
| 176 | TERRE HAUTE | 300 | .01 |
| 176 | WAUSAU-RHINELANDER | 300 | .01 |
| 176 | WHEELING-STEUBENVILLE | 300 | .01 |
| 192 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 200 | - |
| 192 | DULUTH-SUPERIOR | 200 | - |
| 192 | GREAT FALLS | 200 | - |
| 192 | GREENWOOD-GREENVILLE | 200 | - |
| 192 | HAGERSTOWN | 200 | - |
| 192 | JONESBORO | 200 | - |
| 192 | LIMA | 200 | - |
| 192 | MANKATO | 200 | - |
| 192 | PARKERSBURG | 200 | - |
| 201 | ALPENA | 100 | - |
| 201 | BOWLING GREEN | 100 | - |
| 201 | HELENA | 100 | - |
| 201 | JACKSON, TN | 100 | - |
| 201 | MARQUETTE | 100 | - |
| 201 | MERIDIAN | 100 | - |
| 201 | PRESQUE ISLE | 100 | - |
| 201 | TUSCALOOSA | 100 | - |
| 201 | ZANESVILLE | 100 | - |
| 210 | OTTUMWA-KIRKSVILLE | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL MEN TOTAL** — US TOTAL 88,338,100

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 6,652,700 | 7.53 |
| 2 | LOS ANGELES | 5,276,400 | 5.97 |
| 3 | CHICAGO | 2,928,300 | 3.31 |
| 4 | PHILADELPHIA | 2,546,400 | 2.88 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 2,241,700 | 2.54 |
| 6 | BOSTON | 2,080,400 | 2.36 |
| 7 | WASHINGTON, DC | 1,757,000 | 1.99 |
| 8 | DALLAS-FT. WORTH | 1,673,100 | 1.89 |
| 9 | DETROIT | 1,622,300 | 1.84 |
| 10 | HOUSTON | 1,426,200 | 1.61 |
| 11 | ATLANTA | 1,389,600 | 1.57 |
| 12 | CLEVELAND | 1,301,700 | 1.47 |
| 13 | MINNEAPOLIS-ST. PAUL | 1,301,400 | 1.47 |
| 14 | SEATTLE-TACOMA | 1,299,700 | 1.47 |
| 15 | MIAMI-FT. LAUDERDALE | 1,218,800 | 1.38 |
| 16 | TAMPA-ST. PETERSBURG | 1,105,700 | 1.25 |
| 17 | PITTSBURGH | 1,043,300 | 1.18 |
| 18 | SACRAMENTO-STOCKTON | 1,033,700 | 1.17 |
| 19 | ST. LOUIS | 1,015,900 | 1.15 |
| 20 | SAN DIEGO | 982,400 | 1.11 |
| 21 | PHOENIX | 967,800 | 1.10 |
| 22 | BALTIMORE | 935,300 | 1.06 |
| 23 | DENVER | 926,600 | 1.05 |
| 24 | HARTFORD-NEW HAVEN | 901,500 | 1.02 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 880,500 | 1.00 |
| 26 | INDIANAPOLIS | 789,700 | .89 |
| 27 | PORTLAND, OR | 778,200 | .88 |
| 28 | MILWAUKEE | 717,700 | .81 |
| 29 | RALEIGH-DURHAM | 699,700 | .79 |
| 30 | KANSAS CITY | 698,700 | .79 |
| 31 | CINCINNATI | 697,900 | .79 |
| 32 | CHARLOTTE | 697,000 | .79 |
| 33 | NASHVILLE | 682,800 | .77 |
| 34 | COLUMBUS, OH | 656,900 | .74 |
| 35 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 619,300 | .70 |
| 36 | GREENVILLE-SPARTANBURG-ASHEVILLE | 613,800 | .69 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 588,800 | .67 |
| 38 | BUFFALO | 586,600 | .66 |
| 39 | SALT LAKE CITY | 580,800 | .66 |
| 40 | SAN ANTONIO | 570,800 | .65 |
| 41 | NEW ORLEANS | 549,800 | .62 |
| 42 | MEMPHIS | 548,100 | .62 |
| 43 | PROVIDENCE-NEW BEDFORD | 547,300 | .62 |
| 44 | HARRISBURG-YORK-LANCASTER-LEBANON | 519,300 | .59 |
| 45 | OKLAHOMA CITY | 515,400 | .58 |
| 46 | LOUISVILLE | 509,900 | .58 |
| 47 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 496,200 | .56 |
| 48 | WILKES BARRE-SCRANTON | 488,900 | .55 |
| 49 | GREENSBORO-WINSTON SALEM-HIGH POINT | 483,700 | .55 |
| 50 | ALBANY-SCHENECTADY-TROY | 478,800 | .54 |
| 51 | ALBUQUERQUE | 477,600 | .54 |
| 52 | FRESNO-VISALIA | 463,100 | .52 |
| 53 | DAYTON | 461,900 | .52 |
| 54 | BIRMINGHAM | 459,300 | .52 |
| 55 | JACKSONVILLE | 451,200 | .51 |
| 56 | CHARLESTON-HUNTINGTON | 432,600 | .49 |
| 57 | FLINT-SAGINAW-BAY CITY | 419,100 | .47 |
| 58 | LITTLE ROCK | 414,800 | .47 |
| 59 | RICHMOND | 410,700 | .46 |
| 60 | TULSA | 398,200 | .45 |
| 61 | KNOXVILLE | 392,100 | .44 |
| 62 | MOBILE-PENSACOLA | 385,100 | .44 |
| 63 | WICHITA-HUTCHINSON | 383,300 | .43 |
| 64 | TOLEDO | 375,900 | .43 |
| 65 | SYRACUSE | 373,100 | .42 |
| 66 | ROANOKE-LYNCHBURG | 372,700 | .42 |
| 67 | GREEN BAY-APPLETON | 361,400 | .41 |
| 68 | AUSTIN, TX | 355,200 | .40 |
| 69 | PORTLAND-POLAND SPRING | 344,200 | .39 |
| 70 | ROCHESTER, NY | 337,800 | .38 |
| 71 | DES MOINES | 336,100 | .38 |
| 72 | SHREVEPORT-TEXARKANA | 330,000 | .37 |
| 73 | LEXINGTON | 325,300 | .37 |
| 74 | OMAHA | 324,200 | .37 |
| 75 | SPRINGFIELD-DECATUR-CHAMPAIGN | 310,800 | .35 |
| 76 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 307,600 | .35 |
| 77 | LAS VEGAS | 306,400 | .35 |
| 78 | SPRINGFIELD, MO | 299,800 | .34 |
| 79 | JOHNSTOWN-ALTOONA | 293,000 | .33 |
| 80 | SPOKANE | 289,600 | .33 |
| 81 | TUCSON | 289,000 | .33 |
| 82 | COLUMBIA, SC | 286,600 | .32 |
| 83 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 285,200 | .32 |
| 83 | CHATTANOOGA | 285,200 | .32 |
| 85 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 280,600 | .32 |
| 86 | SOUTH BEND-ELKHART | 276,400 | .31 |
| 87 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 271,100 | .31 |
| 88 | HUNTSVILLE-DECATUR-FLORENCE | 267,500 | .30 |
| 89 | WACO-TEMPLE-BRYAN | 262,100 | .30 |
| 90 | FT. MYERS-NAPLES | 256,400 | .29 |
| 91 | JACKSON, MS | 253,700 | .29 |
| 92 | MADISON | 252,700 | .29 |
| 93 | EL PASO | 248,500 | .28 |
| 94 | YOUNGSTOWN | 247,300 | .28 |
| 95 | BATON ROUGE | 244,300 | .28 |
| 96 | GREENVILLE-NEW BERN-WASHINGTON | 243,000 | .28 |
| 97 | BURLINGTON-PLATTSBURGH | 240,800 | .27 |
| 98 | SPRINGFIELD, MA | 237,100 | .27 |
| 99 | EVANSVILLE | 236,800 | .27 |
| 100 | SALINAS-MONTEREY | 232,900 | .26 |
| 101 | SAVANNAH | 230,800 | .26 |
| 102 | COLORADO SPRINGS-PUEBLO | 229,500 | .26 |
| 103 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 226,800 | .26 |
| 104 | LANSING | 224,200 | .25 |
| 105 | CHARLESTON, SC | 223,600 | .25 |
| 106 | LINCOLN-HASTINGS-KEARNEY | 217,600 | .25 |
| 107 | FT. WAYNE | 215,900 | .24 |
| 108 | MCALLEN-BROWNSVILLE: LRGV | 213,800 | .24 |
| 109 | FARGO | 205,000 | .23 |
| 110 | PEORIA-BLOOMINGTON | 203,200 | .23 |
| 111 | SIOUX FALLS-MITCHELL | 200,900 | .23 |
| 112 | AUGUSTA | 193,800 | .22 |
| 113 | RENO | 191,500 | .22 |
| 114 | MONTGOMERY-SELMA | 190,600 | .22 |
| 115 | TALLAHASSEE-THOMASVILLE | 187,700 | .21 |
| 116 | TYLER-LONGVIEW-JACKSONVILLE | 186,700 | .21 |
| 117 | EUGENE | 178,400 | .20 |
| 118 | COLUMBUS, GA | 175,800 | .20 |
| 119 | TRAVERSE CITY-CADILLAC | 175,400 | .20 |
| 120 | FT. SMITH | 174,300 | .20 |
| 121 | MACON | 172,400 | .20 |
| 122 | LAFAYETTE, LA | 167,800 | .19 |
| 123 | LA CROSSE-EAU CLAIRE | 167,400 | .19 |
| 124 | CORPUS CHRISTI | 166,600 | .19 |
| 125 | BAKERSFIELD | 163,800 | .19 |
| 126 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 159,700 | .18 |
| 127 | COLUMBUS-TUPELO | 157,400 | .18 |
| 128 | WAUSAU-RHINELANDER | 156,400 | .18 |
| 129 | DULUTH-SUPERIOR | 154,500 | .17 |
| 130 | MONROE-EL DORADO | 154,200 | .17 |
| 131 | AMARILLO | 150,200 | .17 |
| 132 | BINGHAMTON | 149,800 | .17 |
| 132 | CHICO-REDDING | 149,800 | .17 |
| 134 | TOPEKA | 147,500 | .17 |
| 135 | WICHITA FALLS-LAWTON | 145,800 | .17 |
| 136 | BEAUMONT-PORT ARTHUR | 145,300 | .16 |
| 137 | ROCKFORD | 144,100 | .16 |
| 137 | TERRE HAUTE | 144,100 | .16 |
| 139 | ERIE | 141,300 | .16 |
| 140 | BOISE | 140,400 | .16 |
| 141 | FLORENCE-MYRTLE BEACH | 140,200 | .16 |
| 142 | SIOUX CITY | 139,900 | .16 |
| 143 | WILMINGTON | 133,500 | .15 |
| 144 | COLUMBIA-JEFFERSON CITY | 131,600 | .15 |
| 145 | WHEELING-STEUBENVILLE | 129,900 | .15 |
| 146 | LUBBOCK | 129,600 | .15 |
| 147 | ODESSA-MIDLAND | 125,600 | .14 |
| 148 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 124,000 | .14 |
| 149 | BLUEFIELD-BECKLEY-OAK HILL | 122,900 | .14 |
| 150 | MEDFORD | 122,600 | .14 |
| 151 | JOPLIN-PITTSBURG | 121,800 | .14 |
| 152 | ALBANY, GA | 121,300 | .14 |
| 153 | ROCHESTER-MASON CITY-AUSTIN | 120,800 | .14 |
| 154 | BANGOR | 119,000 | .13 |
| 155 | SARASOTA | 110,100 | .12 |
| 156 | BILOXI-GULFPORT-PASCAGOULA | 105,100 | .12 |
| 157 | IDAHO FALLS-POCATELLO | 103,300 | .12 |
| 158 | UTICA | 102,400 | .12 |
| 159 | QUINCY-HANNIBAL | 101,900 | .12 |
| 160 | ABILENE-SWEETWATER | 99,600 | .11 |
| 161 | CLARKSBURG-WESTON | 97,800 | .11 |
| 162 | PANAMA CITY | 94,200 | .11 |
| 163 | WATERTOWN-CARTHAGE | 92,800 | .11 |
| 164 | SALISBURY | 92,200 | .10 |
| 165 | PALM SPRINGS | 92,000 | .10 |
| 166 | HARRISONBURG | 89,100 | .10 |
| 167 | GAINESVILLE | 87,300 | .10 |
| 168 | LAUREL-HATTIESBURG | 87,100 | .10 |
| 169 | ALEXANDRIA, LA | 86,100 | .10 |
| 170 | DOTHAN | 83,100 | .09 |
| 171 | ELMIRA | 81,900 | .09 |
| 172 | RAPID CITY | 80,200 | .09 |
| 173 | LAKE CHARLES | 77,300 | .09 |
| 174 | BILLINGS-HARDIN | 76,600 | .09 |
| 175 | EL CENTRO-YUMA | 71,200 | .08 |
| 176 | GREENWOOD-GREENVILLE | 69,000 | .08 |
| 177 | JONESBORO | 65,500 | .07 |
| 178 | MISSOULA | 65,000 | .07 |
| 179 | ARDMORE-ADA | 63,300 | .07 |
| 180 | GRAND JUNCTION-DURANGO | 62,300 | .07 |
| 181 | MERIDIAN | 58,400 | .07 |
| 182 | GREAT FALLS | 57,800 | .07 |
| 183 | MARQUETTE | 57,100 | .06 |
| 184 | TUSCALOOSA | 54,700 | .06 |
| 185 | JACKSON, TN | 51,900 | .06 |
| 186 | EUREKA | 51,700 | .06 |
| 187 | PARKERSBURG | 51,000 | .06 |
| 188 | LAFAYETTE, IN | 50,900 | .06 |
| 189 | BUTTE | 48,100 | .05 |
| 190 | HAGERSTOWN | 47,600 | .05 |
| 191 | SAN ANGELO | 46,800 | .05 |
| 192 | ST. JOSEPH | 43,900 | .05 |
| 193 | BOWLING GREEN | 43,400 | .05 |
| 194 | LAREDO | 42,800 | .05 |
| 195 | ANNISTON | 41,000 | .05 |
| 196 | CHARLOTTESVILLE | 40,500 | .05 |
| 197 | LIMA | 38,100 | .04 |
| 198 | CHEYENNE-SCOTTSBLUFF (STERLING) | 38,000 | .04 |
| 199 | CASPER-RIVERTON | 35,800 | .04 |
| 200 | TWIN FALLS | 33,400 | .04 |
| 201 | FLAGSTAFF | 31,900 | .04 |
| 202 | PRESQUE ISLE | 31,200 | .04 |
| 203 | OTTUMWA-KIRKSVILLE | 31,100 | .04 |
| 204 | MANKATO | 29,700 | .03 |
| 205 | ZANESVILLE | 27,800 | .03 |
| 206 | BEND | 26,400 | .03 |
| 207 | VICTORIA | 24,300 | .03 |
| 208 | HELENA | 16,200 | .02 |
| 209 | NORTH PLATTE | 15,200 | .02 |
| 210 | ALPENA | 14,500 | .02 |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK MEN TOTAL

US TOTAL 9,237,800

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 962,200 | 10.42 |
| 2 | CHICAGO | 462,500 | 5.01 |
| 3 | LOS ANGELES | 384,700 | 4.16 |
| 4 | WASHINGTON, DC | 372,800 | 4.04 |
| 5 | PHILADELPHIA | 372,200 | 4.03 |
| 6 | DETROIT | 294,200 | 3.18 |
| 7 | ATLANTA | 284,700 | 3.08 |
| 8 | HOUSTON | 224,800 | 2.43 |
| 9 | BALTIMORE | 209,100 | 2.26 |
| 10 | DALLAS-FT. WORTH | 195,400 | 2.12 |
| 11 | RALEIGH-DURHAM | 182,700 | 1.98 |
| 12 | MIAMI-FT. LAUDERDALE | 177,800 | 1.92 |
| 13 | SAN FRANCISCO-OAKLAND-SAN JOSE | 172,000 | 1.86 |
| 14 | MEMPHIS | 171,500 | 1.86 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 161,900 | 1.75 |
| 16 | CLEVELAND | 145,600 | 1.58 |
| 16 | NEW ORLEANS | 145,600 | 1.58 |
| 18 | ST. LOUIS | 127,700 | 1.38 |
| 19 | RICHMOND | 112,800 | 1.22 |
| 20 | CHARLOTTE | 109,700 | 1.19 |
| 21 | JACKSON, MS | 97,600 | 1.06 |
| 22 | COLUMBIA, SC | 95,800 | 1.04 |
| 23 | BIRMINGHAM | 94,000 | 1.02 |
| 24 | BOSTON | 80,800 | .87 |
| 25 | TAMPA-ST. PETERSBURG | 80,400 | .87 |
| 26 | SHREVEPORT-TEXARKANA | 79,200 | .86 |
| 27 | GREENSBORO-WINSTON SALEM-HIGH POINT | 78,200 | .85 |
| 28 | JACKSONVILLE | 77,200 | .84 |
| 29 | ORLANDO-DAYTONA BEACH-MELBOURNE | 76,300 | .83 |
| 30 | GREENVILLE-SPARTANBURG-ASHEVILLE | 75,100 | .81 |
| 31 | NASHVILLE | 73,100 | .79 |
| 32 | BATON ROUGE | 72,200 | .78 |
| 33 | MOBILE-PENSACOLA | 69,200 | .75 |
| 34 | MONTGOMERY-SELMA | 67,700 | .73 |
| 35 | KANSAS CITY | 66,500 | .72 |
| 36 | CHARLESTON, SC | 64,200 | .69 |
| 37 | INDIANAPOLIS | 63,400 | .69 |
| 37 | SAVANNAH | 63,400 | .69 |
| 39 | LITTLE ROCK | 62,200 | .67 |
| 40 | AUGUSTA | 61,900 | .67 |
| 41 | CINCINNATI | 60,900 | .66 |
| 42 | HARTFORD-NEW HAVEN | 60,800 | .66 |
| 43 | COLUMBUS, OH | 60,200 | .65 |
| 43 | GREENVILLE-NEW BERN-WASHINGTON | 60,200 | .65 |
| 45 | SAN DIEGO | 59,900 | .65 |
| 46 | MILWAUKEE | 59,800 | .65 |
| 47 | SACRAMENTO-STOCKTON | 57,500 | .62 |
| 48 | PITTSBURGH | 57,300 | .62 |
| 49 | COLUMBUS, GA | 55,300 | .60 |
| 50 | MACON | 54,600 | .59 |
| 51 | ROANOKE-LYNCHBURG | 50,300 | .54 |
| 52 | SEATTLE-TACOMA | 49,400 | .53 |
| 53 | TALLAHASSEE-THOMASVILLE | 48,200 | .52 |
| 54 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 46,500 | .50 |
| 55 | LOUISVILLE | 44,800 | .48 |
| 56 | BUFFALO | 42,600 | .46 |
| 57 | MONROE-EL DORADO | 41,600 | .45 |
| 58 | DAYTON | 40,800 | .44 |
| 59 | WACO-TEMPLE-BRYAN | 39,400 | .43 |
| 60 | COLUMBUS-TUPELO | 39,100 | .42 |
| 61 | FLORENCE-MYRTLE BEACH | 38,500 | .42 |
| 62 | LAFAYETTE, LA | 37,500 | .41 |
| 63 | OKLAHOMA CITY | 36,400 | .39 |
| 64 | ALBANY, GA | 36,300 | .39 |
| 65 | GREENWOOD-GREENVILLE | 36,000 | .39 |
| 66 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 35,700 | .39 |
| 67 | FLINT-SAGINAW-BAY CITY | 35,300 | .38 |
| 68 | DENVER | 33,900 | .37 |
| 69 | SAN ANTONIO | 32,000 | .35 |
| 70 | MINNEAPOLIS-ST. PAUL | 31,600 | .34 |
| 71 | TYLER-LONGVIEW-JACKSONVILLE | 30,600 | .33 |
| 72 | HUNTSVILLE-DECATUR-FLORENCE | 29,400 | .32 |
| 73 | BEAUMONT-PORT ARTHUR | 28,200 | .31 |
| 74 | AUSTIN, TX | 27,500 | .30 |
| 75 | WILMINGTON | 27,400 | .30 |
| 76 | PHOENIX | 27,000 | .29 |
| 77 | ROCHESTER, NY | 26,200 | .28 |
| 78 | TULSA | 24,800 | .27 |
| 79 | LAS VEGAS | 24,100 | .26 |
| 80 | TOLEDO | 22,500 | .24 |
| 81 | LAUREL-HATTIESBURG | 21,100 | .23 |
| 82 | CHATTANOOGA | 20,600 | .22 |
| 83 | ALEXANDRIA, LA | 19,600 | .21 |
| 84 | HARRISBURG-YORK-LANCASTER-LEBANON | 19,400 | .21 |
| 85 | FRESNO-VISALIA | 19,300 | .21 |
| 86 | MERIDIAN | 18,700 | .20 |
| 87 | ALBANY-SCHENECTADY-TROY | 18,100 | .20 |
| 88 | SPRINGFIELD-DECATUR-CHAMPAIGN | 17,900 | .19 |
| 89 | BILOXI-GULFPORT-PASCAGOULA | 17,700 | .19 |
| 89 | YOUNGSTOWN | 17,700 | .19 |
| 91 | SALISBURY | 17,400 | .19 |
| 92 | LEXINGTON | 17,100 | .19 |
| 93 | SYRACUSE | 16,900 | .18 |
| 94 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 16,800 | .18 |
| 95 | SOUTH BEND-ELKHART | 16,600 | .18 |
| 96 | LANSING | 16,200 | .18 |
| 97 | OMAHA | 15,800 | .17 |
| 98 | PORTLAND, OR | 15,300 | .17 |
| 99 | LAKE CHARLES | 14,800 | .16 |
| 100 | WICHITA-HUTCHINSON | 14,600 | .16 |
| 101 | KNOXVILLE | 14,400 | .16 |
| 102 | PROVIDENCE-NEW BEDFORD | 14,100 | .15 |
| 103 | DOTHAN | 14,000 | .15 |
| 104 | WICHITA FALLS-LAWTON | 13,000 | .14 |
| 105 | COLORADO SPRINGS-PUEBLO | 12,700 | .14 |
| 106 | GAINESVILLE | 11,900 | .13 |
| 107 | PANAMA CITY | 11,500 | .12 |
| 108 | FT. MYERS-NAPLES | 11,400 | .12 |
| 108 | TUSCALOOSA | 11,400 | .12 |
| 110 | SALINAS-MONTEREY | 10,900 | .12 |
| 111 | PEORIA-BLOOMINGTON | 10,800 | .12 |
| 112 | SPRINGFIELD, MA | 10,700 | .12 |
| 113 | CHARLESTON-HUNTINGTON | 10,600 | .11 |
| 114 | TOPEKA | 10,400 | .11 |
| 115 | TUCSON | 9,800 | .11 |
| 116 | EL PASO | 9,400 | .10 |
| 117 | BAKERSFIELD | 9,100 | .10 |
| 118 | EVANSVILLE | 8,800 | .10 |
| 118 | FT. WAYNE | 8,800 | .10 |
| 118 | JACKSON, TN | 8,800 | .10 |
| 121 | COLUMBIA-JEFFERSON CITY | 8,700 | .09 |
| 122 | ALBUQUERQUE | 8,500 | .09 |
| 123 | ROCKFORD | 8,400 | .09 |
| 124 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 8,300 | .09 |
| 125 | WILKES BARRE-SCRANTON | 7,400 | .08 |
| 126 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 7,100 | .08 |
| 127 | ANNISTON | 6,700 | .07 |
| 127 | LUBBOCK | 6,700 | .07 |
| 129 | BLUEFIELD-BECKLEY-OAK HILL | 6,200 | .07 |
| 129 | DES MOINES | 6,200 | .07 |
| 131 | BURLINGTON-PLATTSBURGH | 6,100 | .07 |
| 132 | JOHNSTOWN-ALTOONA | 5,800 | .06 |
| 132 | MADISON | 5,800 | .06 |
| 134 | WATERTOWN-CARTHAGE | 5,300 | .06 |
| 135 | CHARLOTTESVILLE | 5,200 | .06 |
| 135 | RENO | 5,200 | .06 |
| 137 | AMARILLO | 5,100 | .06 |
| 137 | HAGERSTOWN | 5,100 | .06 |
| 137 | UTICA | 5,100 | .06 |
| 140 | CORPUS CHRISTI | 5,000 | .05 |
| 140 | ODESSA-MIDLAND | 5,000 | .05 |
| 140 | SALT LAKE CITY | 5,000 | .05 |
| 143 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 4,800 | .05 |
| 143 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 4,800 | .05 |
| 145 | SPRINGFIELD, MO | 4,700 | .05 |
| 146 | ABILENE-SWEETWATER | 4,500 | .05 |
| 147 | HARRISONBURG | 4,400 | .05 |
| 147 | LIMA | 4,400 | .05 |
| 149 | ERIE | 4,300 | .05 |
| 150 | TRAVERSE CITY-CADILLAC | 4,000 | .04 |
| 151 | FT. SMITH | 3,400 | .04 |
| 151 | SARASOTA | 3,400 | .04 |
| 153 | ELMIRA | 3,300 | .04 |
| 154 | TERRE HAUTE | 3,100 | .03 |
| 155 | ARDMORE-ADA | 2,800 | .03 |
| 155 | SPOKANE | 2,800 | .03 |
| 157 | QUINCY-HANNIBAL | 2,700 | .03 |
| 157 | WHEELING-STEUBENVILLE | 2,700 | .03 |
| 159 | PALM SPRINGS | 2,500 | .03 |
| 160 | BOWLING GREEN | 2,300 | .02 |
| 161 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 2,200 | .02 |
| 162 | JONESBORO | 2,100 | .02 |
| 162 | LINCOLN-HASTINGS-KEARNEY | 2,100 | .02 |
| 164 | EL CENTRO-YUMA | 2,000 | .02 |
| 165 | BINGHAMTON | 1,900 | .02 |
| 166 | JOPLIN-PITTSBURG | 1,800 | .02 |
| 166 | PORTLAND-POLAND SPRING | 1,800 | .02 |
| 168 | CHICO-REDDING | 1,600 | .02 |
| 169 | VICTORIA | 1,500 | .02 |
| 170 | SAN ANGELO | 1,400 | .02 |
| 171 | CLARKSBURG-WESTON | 1,300 | .01 |
| 171 | EUGENE | 1,300 | .01 |
| 171 | EUREKA | 1,300 | .01 |
| 174 | GREEN BAY-APPLETON | 1,200 | .01 |
| 175 | LAFAYETTE, IN | 1,100 | .01 |
| 175 | SIOUX CITY | 1,100 | .01 |
| 175 | ZANESVILLE | 1,100 | .01 |
| 178 | FARGO | 1,000 | .01 |
| 178 | MARQUETTE | 1,000 | .01 |
| 180 | BOISE | 900 | .01 |
| 180 | CHEYENNE-SCOTTSBLUFF (STERLING) | 900 | .01 |
| 180 | DULUTH-SUPERIOR | 900 | .01 |
| 180 | ST. JOSEPH | 900 | .01 |
| 180 | WAUSAU-RHINELANDER | 900 | .01 |
| 185 | MEDFORD | 700 | .01 |
| 185 | RAPID CITY | 700 | .01 |
| 187 | BANGOR | 600 | .01 |
| 187 | FLAGSTAFF | 600 | .01 |
| 187 | LA CROSSE-EAU CLAIRE | 600 | .01 |
| 187 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 600 | .01 |
| 187 | PARKERSBURG | 600 | .01 |
| 187 | ROCHESTER-MASON CITY-AUSTIN | 600 | .01 |
| 187 | SIOUX FALLS-MITCHELL | 600 | .01 |
| 194 | MCALLEN-BROWNSVILLE: LRGV | 500 | .01 |
| 194 | PRESQUE ISLE | 500 | .01 |
| 196 | GRAND JUNCTION-DURANGO | 400 | - |
| 196 | GREAT FALLS | 400 | - |
| 198 | OTTUMWA-KIRKSVILLE | 300 | - |
| 199 | BILLINGS-HARDIN | 200 | - |
| 199 | IDAHO FALLS-POCATELLO | 200 | - |
| 199 | MANKATO | 200 | - |
| 199 | MISSOULA | 200 | - |
| 203 | BEND | 100 | - |
| 203 | BUTTE | 100 | - |
| 203 | CASPER-RIVERTON | 100 | - |
| 203 | HELENA | 100 | - |
| 203 | LAREDO | 100 | - |
| 203 | NORTH PLATTE | 100 | - |
| 203 | TWIN FALLS | 100 | - |
| 210 | ALPENA | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC MEN TOTAL

US TOTAL 7,758,900

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US | ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|---|---|---|---|
| 1 | LOS ANGELES | 1,657,000 | 21.36 | 106 | CHEYENNE-SCOTTSBLUFF (STERLING) | 3,800 | .05 |
| 2 | NEW YORK | 966,500 | 12.46 | 106 | SPRINGFIELD-DECATUR-CHAMPAIGN | 3,800 | .05 |
| 3 | MIAMI-FT. LAUDERDALE | 418,000 | 5.39 | 108 | BATON ROUGE | 3,700 | .05 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 335,000 | 4.32 | 108 | LITTLE ROCK | 3,700 | .05 |
| 5 | CHICAGO | 317,500 | 4.09 | 110 | CINCINNATI | 3,600 | .05 |
| 6 | HOUSTON | 287,200 | 3.70 | 110 | COLUMBUS, GA | 3,600 | .05 |
| 7 | SAN ANTONIO | 251,700 | 3.24 | 112 | ALBANY, GA | 3,500 | .05 |
| 8 | DALLAS-FT. WORTH | 208,500 | 2.69 | 112 | DES MOINES | 3,500 | .05 |
| 9 | SAN DIEGO | 182,700 | 2.35 | 112 | LINCOLN-HASTINGS-KEARNEY | 3,500 | .05 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 172,800 | 2.23 | 115 | FLAGSTAFF | 3,400 | .04 |
| 11 | ALBUQUERQUE | 162,400 | 2.09 | 116 | DAYTON | 3,200 | .04 |
| 12 | FRESNO-VISALIA | 160,800 | 2.07 | 116 | EUREKA | 3,200 | .04 |
| 13 | EL PASO | 151,400 | 1.95 | 116 | GAINESVILLE | 3,200 | .04 |
| 14 | SACRAMENTO-STOCKTON | 149,800 | 1.93 | 119 | CHARLESTON, SC | 3,100 | .04 |
| 15 | PHOENIX | 141,000 | 1.82 | 119 | COLUMBIA, SC | 3,100 | .04 |
| 16 | PHILADELPHIA | 98,800 | 1.27 | 121 | FT. WAYNE | 3,000 | .04 |
| 17 | DENVER | 97,300 | 1.25 | 122 | MADISON | 2,900 | .04 |
| 18 | WASHINGTON, DC | 95,300 | 1.23 | 122 | SPRINGFIELD, MO | 2,900 | .04 |
| 19 | CORPUS CHRISTI | 84,700 | 1.09 | 122 | WATERTOWN-CARTHAGE | 2,900 | .04 |
| 20 | BOSTON | 80,000 | 1.03 | 125 | CHATTANOOGA | 2,800 | .04 |
| 21 | TAMPA-ST. PETERSBURG | 68,600 | .88 | 125 | PEORIA-BLOOMINGTON | 2,800 | .04 |
| 22 | TUCSON | 67,700 | .87 | 125 | ROANOKE-LYNCHBURG | 2,800 | .04 |
| 23 | AUSTIN, TX | 64,800 | .84 | 128 | GREEN BAY-APPLETON | 2,700 | .03 |
| 24 | SALINAS-MONTEREY | 64,400 | .83 | 129 | UTICA | 2,500 | .03 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 52,500 | .68 | 129 | YOUNGSTOWN | 2,500 | .03 |
| 26 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 48,800 | .63 | 131 | SARASOTA | 2,400 | .03 |
| 27 | BAKERSFIELD | 48,000 | .62 | 132 | AUGUSTA | 2,300 | .03 |
| 28 | HARTFORD-NEW HAVEN | 45,700 | .59 | 132 | FT. SMITH | 2,300 | .03 |
| 29 | SEATTLE-TACOMA | 39,500 | .51 | 132 | SIOUX CITY | 2,300 | .03 |
| 30 | LAREDO | 38,700 | .50 | 135 | ALEXANDRIA, LA | 2,200 | .03 |
| 31 | ODESSA-MIDLAND | 38,500 | .50 | 135 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 2,200 | .03 |
| 32 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 35,600 | .46 | 137 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 2,100 | .03 |
| 33 | COLORADO SPRINGS-PUEBLO | 34,200 | .44 | 138 | FARGO | 2,000 | .03 |
| 34 | EL CENTRO-YUMA | 33,300 | .43 | 138 | HUNTSVILLE-DECATUR-FLORENCE | 2,000 | .03 |
| 34 | LUBBOCK | 33,300 | .43 | 138 | PANAMA CITY | 2,000 | .03 |
| 36 | LAS VEGAS | 33,100 | .43 | 138 | PORTLAND-POLAND SPRING | 2,000 | .03 |
| 36 | PALM SPRINGS | 33,100 | .43 | 142 | LAFAYETTE, LA | 1,900 | .02 |
| 38 | PORTLAND, OR | 32,900 | .42 | 142 | MACON | 1,900 | .02 |
| 39 | WACO-TEMPLE-BRYAN | 31,100 | 40 | 142 | TWIN FALLS | 1,900 | .02 |
| 40 | ATLANTA | 30,900 | 40 | 145 | BILLINGS-HARDIN | 1,800 | .02 |
| 41 | DETROIT | 30,300 | .39 | 145 | BIRMINGHAM | 1,800 | .02 |
| 41 | SALT LAKE CITY | 30,300 | .39 | 145 | JOHNSTOWN-ALTOONA | 1,800 | .02 |
| 43 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 25,300 | .33 | 148 | CHARLESTON-HUNTINGTON | 1,700 | .02 |
| 44 | AMARILLO | 25,100 | .32 | 148 | KNOXVILLE | 1,700 | .02 |
| 45 | MILWAUKEE | 22,800 | .29 | 148 | LEXINGTON | 1,700 | .02 |
| 46 | PROVIDENCE-NEW BEDFORD | 20,300 | .26 | 151 | RAPID CITY | 1,600 | .02 |
| 47 | NEW ORLEANS | 20,000 | .25 | 151 | ROCHESTER-MASON CITY-AUSTIN | 1,600 | .02 |
| 48 | CLEVELAND | 19,400 | .25 | 153 | BILOXI-GULFPORT-PASCAGOULA | 1,500 | .02 |
| 49 | FT. MYERS-NAPLES | 18,300 | .24 | 153 | BINGHAMTON | 1,500 | .02 |
| 49 | RENO | 18,300 | .24 | 155 | LAKE CHARLES | 1,400 | .02 |
| 51 | KANSAS CITY | 18,100 | .23 | 156 | EVANSVILLE | 1,300 | .02 |
| 52 | WICHITA-HUTCHINSON | 17,800 | .23 | 156 | MONROE-EL DORADO | 1,300 | .02 |
| 53 | OKLAHOMA CITY | 16,000 | .21 | 156 | TRAVERSE CITY-CADILLAC | 1,300 | .02 |
| 54 | MINNEAPOLIS-ST. PAUL | 15,900 | .20 | 159 | CASPER-RIVERTON | 1,200 | .02 |
| 55 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 14,500 | .19 | 159 | ELMIRA | 1,200 | .02 |
| 56 | ABILENE-SWEETWATER | 13,900 | .18 | 159 | ERIE | 1,200 | .02 |
| 57 | RALEIGH-DURHAM | 13,800 | .18 | 162 | ARDMORE-ADA | 1,100 | .01 |
| 57 | SPRINGFIELD, MA | 13,800 | .18 | 162 | JACKSON, MS | 1,100 | .01 |
| 59 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 13,100 | .17 | 162 | JOPLIN-PITTSBURG | 1,100 | .01 |
| 60 | TOLEDO | 12,400 | .16 | 165 | COLUMBIA-JEFFERSON CITY | 1,000 | .01 |
| 61 | BALTIMORE | 12,300 | .16 | 165 | LA CROSSE-EAU CLAIRE | 1,000 | .01 |
| 62 | BUFFALO | 11,800 | .15 | 165 | MONTGOMERY-SELMA | 1,000 | .01 |
| 63 | SAN ANGELO | 11,600 | .15 | 165 | SALISBURY | 1,000 | .01 |
| 64 | TYLER-LONGVIEW-JACKSONVILLE | 10,800 | .14 | 165 | WILMINGTON | 1,000 | .01 |
| 65 | JACKSONVILLE | 10,700 | .14 | 170 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 900 | .01 |
| 66 | CHICO-REDDING | 10,600 | .14 | 170 | DOTHAN | 900 | .01 |
| 67 | ST. LOUIS | 10,500 | .14 | 170 | DULUTH-SUPERIOR | 900 | .01 |
| 68 | HARRISBURG-YORK-LANCASTER-LEBANON | 10,400 | .13 | 170 | LAFAYETTE, IN | 900 | .01 |
| 68 | SPOKANE | 10,400 | .13 | 170 | TERRE HAUTE | 900 | .01 |
| 70 | WICHITA FALLS-LAWTON | 10,100 | .13 | 175 | BUTTE | 800 | .01 |
| 71 | BOISE | 9,800 | .13 | 175 | HARRISONBURG | 800 | .01 |
| 72 | FLINT-SAGINAW-BAY CITY | 9,600 | .12 | 175 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 800 | .01 |
| 73 | ROCHESTER, NY | 9,400 | .12 | 175 | WAUSAU-RHINELANDER | 800 | .01 |
| 74 | ALBANY-SCHENECTADY-TROY | 9,000 | .12 | 179 | COLUMBUS-TUPELO | 700 | .01 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 7,900 | .10 | 179 | FLORENCE-MYRTLE BEACH | 700 | .01 |
| 76 | VICTORIA | 7,800 | .10 | 179 | MISSOULA | 700 | .01 |
| 77 | INDIANAPOLIS | 7,300 | .09 | 179 | QUINCY-HANNIBAL | 700 | .01 |
| 78 | IDAHO FALLS-POCATELLO | 7,100 | .09 | 179 | SIOUX FALLS-MITCHELL | 700 | .01 |
| 79 | SHREVEPORT-TEXARKANA | 6,900 | .09 | 184 | BANGOR | 600 | .01 |
| 80 | OMAHA | 6,800 | .09 | 184 | CLARKSBURG-WESTON | 600 | .01 |
| 80 | TULSA | 6,800 | .09 | 184 | GREAT FALLS | 600 | .01 |
| 82 | GREENVILLE-NEW BERN-WASHINGTON | 6,500 | .08 | 184 | LAUREL-HATTIESBURG | 600 | .01 |
| 83 | SYRACUSE | 6,400 | .08 | 184 | ST. JOSEPH | 600 | .01 |
| 84 | LANSING | 6,300 | .08 | 189 | ANNISTON | 500 | .01 |
| 85 | CHARLOTTE | 6,100 | .08 | 189 | BEND | 500 | .01 |
| 86 | NASHVILLE | 6,000 | .08 | 189 | BLUEFIELD-BECKLEY-OAK HILL | 500 | .01 |
| 87 | BEAUMONT-PORT ARTHUR | 5,700 | .07 | 189 | CHARLOTTESVILLE | 500 | .01 |
| 87 | MOBILE-PENSACOLA | 5,700 | .07 | 189 | NORTH PLATTE | 500 | .01 |
| 89 | PITTSBURGH | 5,600 | .07 | 189 | WHEELING-STEUBENVILLE | 500 | .01 |
| 90 | TOPEKA | 5,500 | .07 | 195 | GREENWOOD-GREENVILLE | 400 | .01 |
| 91 | TALLAHASSEE-THOMASVILLE | 5,400 | .07 | 195 | JONESBORO | 400 | .01 |
| 92 | GRAND JUNCTION-DURANGO | 5,300 | .07 | 195 | LIMA | 400 | .01 |
| 92 | MEMPHIS | 5,300 | .07 | 195 | TUSCALOOSA | 400 | .01 |
| 94 | COLUMBUS, OH | 5,200 | .07 | 199 | BOWLING GREEN | 300 | - |
| 95 | SOUTH BEND-ELKHART | 5,100 | .07 | 199 | HAGERSTOWN | 300 | - |
| 96 | SAVANNAH | 4,900 | .06 | 199 | JACKSON, TN | 300 | - |
| 97 | MEDFORD | 4,800 | .06 | 199 | MANKATO | 300 | - |
| 98 | GREENSBORO-WINSTON SALEM-HIGH POINT | 4,700 | .06 | 199 | MARQUETTE | 300 | - |
| 99 | RICHMOND | 4,600 | .06 | 199 | MERIDIAN | 300 | - |
| 100 | BURLINGTON-PLATTSBURGH | 4,500 | .06 | 205 | HELENA | 200 | - |
| 101 | GREENVILLE-SPARTANBURG-ASHEVILLE | 4,400 | .06 | 205 | PARKERSBURG | 200 | - |
| 102 | EUGENE | 4,100 | .05 | 205 | PRESQUE ISLE | 200 | - |
| 102 | WILKES BARRE-SCRANTON | 4,100 | .05 | 208 | ALPENA | 100 | - |
| 104 | LOUISVILLE | 4,000 | .05 | 208 | OTTUMWA-KIRKSVILLE | 100 | - |
| 104 | ROCKFORD | 4,000 | .05 | 208 | ZANESVILLE | 100 | - |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL MEN 18-49** US TOTAL 60,355,500

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 4,476,200 | 7.42 |
| 2 | LOS ANGELES | 3,882,800 | 6.43 |
| 3 | CHICAGO | 2,040,500 | 3.38 |
| 4 | PHILADELPHIA | 1,701,400 | 2.82 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 1,605,000 | 2.66 |
| 6 | BOSTON | 1,451,200 | 2.40 |
| 7 | WASHINGTON, DC | 1,287,100 | 2.13 |
| 8 | DALLAS-FT. WORTH | 1,235,700 | 2.05 |
| 9 | DETROIT | 1,120,000 | 1.86 |
| 10 | HOUSTON | 1,071,400 | 1.78 |
| 11 | ATLANTA | 1,030,300 | 1.71 |
| 12 | SEATTLE-TACOMA | 916,200 | 1.52 |
| 13 | MINNEAPOLIS-ST. PAUL | 916,100 | 1.52 |
| 14 | CLEVELAND | 847,400 | 1.40 |
| 15 | MIAMI-FT.LAUDERDALE | 770,400 | 1.28 |
| 16 | SAN DIEGO | 730,500 | 1.21 |
| 17 | SACRAMENTO-STOCKTON | 723,900 | 1.20 |
| 18 | DENVER | 680,400 | 1.13 |
| 19 | ST. LOUIS | 674,600 | 1.12 |
| 20 | PHOENIX | 651,900 | 1.08 |
| 21 | PITTSBURGH | 648,100 | 1.07 |
| 22 | BALTIMORE | 647,300 | 1.07 |
| 23 | TAMPA-ST.PETERSBURG | 620,900 | 1.03 |
| 24 | HARTFORD-NEW HAVEN | 613,900 | 1.02 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 554,900 | .92 |
| 26 | INDIANAPOLIS | 540,400 | .90 |
| 27 | PORTLAND, OR | 531,700 | .88 |
| 28 | RALEIGH-DURHAM | 507,700 | .84 |
| 29 | MILWAUKEE | 485,400 | .80 |
| 30 | CHARLOTTE | 482,300 | .80 |
| 31 | KANSAS CITY | 479,900 | .80 |
| 32 | CINCINNATI | 476,500 | .79 |
| 33 | NASHVILLE | 468,000 | .78 |
| 34 | COLUMBUS, OH | 466,100 | .77 |
| 35 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 457,900 | .76 |
| 36 | SALT LAKE CITY | 420,200 | .70 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 408,000 | .68 |
| 38 | GREENVILLE-SPARTANBURG-ASHEVILLE | 398,900 | .66 |
| 39 | SAN ANTONIO | 394,500 | .65 |
| 40 | NEW ORLEANS | 382,200 | .63 |
| 41 | BUFFALO | 377,900 | .63 |
| 42 | MEMPHIS | 377,500 | .63 |
| 43 | PROVIDENCE-NEW BEDFORD | 366,900 | .61 |
| 44 | OKLAHOMA CITY | 348,100 | .58 |
| 45 | HARRISBURG-YORK-LANCASTER-LEBANON | 345,100 | .57 |
| 46 | LOUISVILLE | 344,100 | .57 |
| 47 | FRESNO-VISALIA | 329,700 | .55 |
| 48 | ALBUQUERQUE | 329,300 | .55 |
| 49 | GREENSBORO-WINSTON SALEM-HIGH POINT | 324,900 | .54 |
| 50 | ALBANY-SCHENECTADY-TROY | 318,600 | .53 |
| 51 | JACKSONVILLE | 315,400 | .52 |
| 52 | DAYTON | 306,600 | .51 |
| 53 | BIRMINGHAM | 303,000 | .50 |
| 54 | WILKES BARRE-SCRANTON | 301,500 | .50 |
| 55 | RICHMOND | 281,900 | .47 |
| 56 | CHARLESTON-HUNTINGTON | 280,400 | .46 |
| 57 | FLINT-SAGINAW-BAY CITY | 278,900 | .46 |
| 58 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 270,400 | .45 |
| 59 | AUSTIN, TX | 269,800 | .45 |
| 60 | LITTLE ROCK | 268,500 | .44 |
| 61 | MOBILE-PENSACOLA | 259,300 | .43 |
| 62 | TULSA | 258,700 | .43 |
| 63 | KNOXVILLE | 258,600 | .43 |
| 64 | SYRACUSE | 257,900 | .43 |
| 65 | TOLEDO | 253,500 | .42 |
| 66 | WICHITA-HUTCHINSON | 248,700 | .41 |
| 67 | ROANOKE-LYNCHBURG | 242,900 | .40 |
| 68 | GREEN BAY-APPLETON | 237,300 | .39 |
| 69 | ROCHESTER, NY | 233,200 | .39 |
| 70 | PORTLAND-POLAND SPRING | 231,300 | .38 |
| 71 | LEXINGTON | 223,000 | .37 |
| 72 | DES MOINES | 218,000 | .36 |
| 73 | OMAHA | 215,900 | .36 |
| 74 | SHREVEPORT-TEXARKANA | 210,100 | .35 |
| 75 | LAS VEGAS | 209,000 | .35 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 208,500 | .35 |
| 77 | COLUMBIA, SC | 206,000 | .34 |
| 78 | TUCSON | 194,800 | .32 |
| 79 | WACO-TEMPLE-BRYAN | 192,900 | .32 |
| 80 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 192,800 | .32 |
| 81 | SPOKANE | 190,300 | .32 |
| 82 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 189,600 | .31 |
| 83 | CHATTANOOGA | 189,200 | .31 |
| 84 | JOHNSTOWN-ALTOONA | 188,800 | .31 |
| 85 | SOUTH BEND-ELKHART | 183,600 | .30 |
| 86 | SPRINGFIELD, MO | 182,400 | .30 |
| 87 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 180,400 | .30 |
| 88 | EL PASO | 179,200 | .30 |
| 88 | HUNTSVILLE-DECATUR-FLORENCE | 179,200 | .30 |
| 90 | GREENVILLE-NEW BERN-WASHINGTON | 179,000 | .30 |
| 91 | MADISON | 178,500 | .30 |
| 92 | BATON ROUGE | 176,600 | .29 |
| 93 | SALINAS-MONTEREY | 174,300 | .29 |
| 94 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 172,000 | .28 |
| 95 | BURLINGTON-PLATTSBURGH | 170,700 | .28 |
| 96 | JACKSON, MS | 170,600 | .28 |
| 97 | CHARLESTON, SC | 165,700 | .27 |
| 98 | SAVANNAH | 163,700 | .27 |
| 99 | LANSING | 163,000 | .27 |
| 100 | COLORADO SPRINGS-PUEBLO | 162,500 | .27 |
| 101 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 161,500 | .27 |
| 102 | SPRINGFIELD, MA | 161,300 | .27 |
| 103 | EVANSVILLE | 153,900 | .25 |
| 104 | YOUNGSTOWN | 151,100 | .25 |
| 105 | MCALLEN-BROWNSVILLE: LRGV | 146,600 | .24 |
| 106 | FT. WAYNE | 146,200 | .24 |
| 107 | LINCOLN-HASTINGS-KEARNEY | 139,300 | .23 |
| 108 | AUGUSTA | 135,500 | .22 |
| 109 | PEORIA-BLOOMINGTON | 134,700 | .22 |
| 110 | TALLAHASSEE-THOMASVILLE | 133,700 | .22 |
| 111 | FARGO | 133,200 | .22 |
| 112 | RENO | 132,400 | .22 |
| 113 | FT. MYERS-NAPLES | 127,600 | .21 |
| 114 | MONTGOMERY-SELMA | 126,700 | .21 |
| 115 | COLUMBUS, GA | 126,000 | .21 |
| 116 | SIOUX FALLS-MITCHELL | 123,900 | .21 |
| 117 | TYLER-LONGVIEW-JACKSONVILLE | 120,200 | .20 |
| 118 | EUGENE | 118,900 | .20 |
| 119 | MACON | 118,500 | .20 |
| 120 | BAKERSFIELD | 118,100 | .20 |
| 121 | LAFAYETTE, LA | 114,700 | .19 |
| 122 | CORPUS CHRISTI | 113,600 | .19 |
| 123 | FT. SMITH | 112,500 | .19 |
| 124 | LA CROSSE-EAU CLAIRE | 109,600 | .18 |
| 125 | TRAVERSE CITY-CADILLAC | 108,700 | .18 |
| 126 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 107,500 | .18 |
| 127 | COLUMBUS-TUPELO | 104,300 | .17 |
| 128 | TOPEKA | 102,700 | .17 |
| 129 | MONROE-EL DORADO | 100,500 | .17 |
| 130 | WAUSAU-RHINELANDER | 98,900 | .16 |
| 131 | AMARILLO | 97,300 | .16 |
| 131 | WICHITA FALLS-LAWTON | 97,300 | .16 |
| 133 | BINGHAMTON | 97,100 | .16 |
| 134 | BOISE | 95,700 | .16 |
| 135 | ROCKFORD | 95,000 | .16 |
| 136 | CHICO-REDDING | 94,300 | .16 |
| 137 | FLORENCE-MYRTLE BEACH | 94,200 | .16 |
| 138 | DULUTH-SUPERIOR | 93,400 | .15 |
| 139 | BEAUMONT-PORT ARTHUR | 91,500 | .15 |
| 139 | ERIE | 91,500 | .15 |
| 141 | TERRE HAUTE | 90,900 | .15 |
| 142 | COLUMBIA-JEFFERSON CITY | 90,700 | .15 |
| 143 | LUBBOCK | 89,700 | .15 |
| 144 | WILMINGTON | 87,900 | .15 |
| 145 | SIOUX CITY | 86,500 | .14 |
| 146 | ODESSA-MIDLAND | 85,500 | .14 |
| 147 | ALBANY, GA | 82,200 | .14 |
| 148 | BANGOR | 79,000 | .13 |
| 149 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 78,600 | .13 |
| 150 | WHEELING-STEUBENVILLE | 78,000 | .13 |
| 151 | BLUEFIELD-BECKLEY-OAK HILL | 76,900 | .13 |
| 152 | ROCHESTER-MASON CITY-AUSTIN | 75,200 | .12 |
| 153 | JOPLIN-PITTSBURG | 74,500 | .12 |
| 154 | BILOXI-GULFPORT-PASCAGOULA | 72,500 | .12 |
| 155 | MEDFORD | 71,900 | .12 |
| 156 | IDAHO FALLS-POCATELLO | 71,500 | .12 |
| 157 | UTICA | 66,500 | .11 |
| 158 | WATERTOWN-CARTHAGE | 66,400 | .11 |
| 159 | PALM SPRINGS | 64,600 | .11 |
| 160 | GAINESVILLE | 64,300 | .11 |
| 161 | QUINCY-HANNIBAL | 62,800 | .10 |
| 162 | ABILENE-SWEETWATER | 62,700 | .10 |
| 163 | ALEXANDRIA, LA | 61,400 | .10 |
| 164 | PANAMA CITY | 60,800 | .10 |
| 165 | CLARKSBURG-WESTON | 60,600 | .10 |
| 166 | HARRISONBURG | 59,600 | .10 |
| 167 | SALISBURY | 58,500 | .10 |
| 168 | LAUREL-HATTIESBURG | 58,100 | .10 |
| 169 | DOTHAN | 55,300 | .09 |
| 170 | RAPID CITY | 53,500 | .09 |
| 171 | LAKE CHARLES | 52,400 | .09 |
| 172 | ELMIRA | 51,700 | .09 |
| 173 | SARASOTA | 49,300 | .08 |
| 174 | BILLINGS-HARDIN | 49,200 | .08 |
| 175 | GREENWOOD-GREENVILLE | 46,300 | .08 |
| 176 | EL CENTRO-YUMA | 46,200 | .08 |
| 177 | MISSOULA | 42,900 | .07 |
| 178 | JONESBORO | 40,600 | .07 |
| 179 | LAFAYETTE, IN | 39,800 | .07 |
| 180 | GRAND JUNCTION-DURANGO | 39,600 | .07 |
| 181 | TUSCALOOSA | 38,800 | .06 |
| 182 | MERIDIAN | 37,800 | .06 |
| 183 | ARDMORE-ADA | 37,700 | .06 |
| 184 | MARQUETTE | 37,500 | .06 |
| 185 | GREAT FALLS | 36,700 | .06 |
| 186 | EUREKA | 35,800 | .06 |
| 187 | JACKSON, TN | 33,100 | .05 |
| 188 | BUTTE | 32,800 | .05 |
| 189 | HAGERSTOWN | 32,500 | .05 |
| 190 | PARKERSBURG | 32,400 | .05 |
| 191 | LAREDO | 31,100 | .05 |
| 192 | SAN ANGELO | 30,900 | .05 |
| 193 | CHARLOTTESVILLE | 30,000 | .05 |
| 194 | BOWLING GREEN | 29,200 | .05 |
| 195 | ANNISTON | 28,100 | .05 |
| 196 | ST. JOSEPH | 27,100 | .04 |
| 197 | CHEYENNE-SCOTTSBLUFF (STERLING) | 25,600 | .04 |
| 198 | LIMA | 25,500 | .04 |
| 199 | FLAGSTAFF | 25,100 | .04 |
| 200 | CASPER-RIVERTON | 23,800 | .04 |
| 201 | TWIN FALLS | 21,400 | .04 |
| 202 | PRESQUE ISLE | 21,000 | .03 |
| 203 | MANKATO | 20,200 | .03 |
| 204 | OTTUMWA-KIRKSVILLE | 19,500 | .03 |
| 205 | ZANESVILLE | 18,000 | .03 |
| 206 | BEND | 16,800 | .03 |
| 207 | VICTORIA | 16,700 | .03 |
| 208 | HELENA | 11,000 | .02 |
| 209 | NORTH PLATTE | 9,000 | .01 |
| 210 | ALPENA | 8,200 | .01 |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK MEN 18-49** US TOTAL 6,904,500

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 720,600 | 10.44 |
| 2 | CHICAGO | 335,100 | 4.85 |
| 3 | LOS ANGELES | 294,800 | 4.27 |
| 4 | WASHINGTON, DC | 285,000 | 4.13 |
| 5 | PHILADELPHIA | 267,100 | 3.87 |
| 6 | ATLANTA | 229,900 | 3.33 |
| 7 | DETROIT | 209,600 | 3.04 |
| 8 | HOUSTON | 174,500 | 2.53 |
| 9 | DALLAS-FT. WORTH | 155,600 | 2.25 |
| 10 | BALTIMORE | 153,700 | 2.23 |
| 11 | MIAMI-FT. LAUDERDALE | 137,500 | 1.99 |
| 12 | RALEIGH-DURHAM | 136,700 | 1.98 |
| 13 | SAN FRANCISCO-OAKLAND-SAN JOSE | 131,000 | 1.90 |
| 14 | MEMPHIS | 124,400 | 1.80 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 120,200 | 1.74 |
| 16 | NEW ORLEANS | 107,000 | 1.55 |
| 17 | CLEVELAND | 98,400 | 1.43 |
| 18 | ST. LOUIS | 92,400 | 1.34 |
| 19 | CHARLOTTE | 83,300 | 1.21 |
| 20 | RICHMOND | 80,500 | 1.17 |
| 21 | COLUMBIA, SC | 72,700 | 1.05 |
| 22 | JACKSON, MS | 70,300 | 1.02 |
| 23 | BIRMINGHAM | 65,900 | .95 |
| 24 | BOSTON | 65,100 | .94 |
| 25 | TAMPA-ST. PETERSBURG | 58,300 | .84 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 58,000 | .84 |
| 27 | JACKSONVILLE | 56,900 | .82 |
| 28 | ORLANDO-DAYTONA BEACH-MELBOURNE | 56,200 | .81 |
| 29 | GREENVILLE-SPARTANBURG-ASHEVILLE | 54,900 | .80 |
| 30 | BATON ROUGE | 54,600 | .79 |
| 31 | NASHVILLE | 54,300 | .79 |
| 32 | SHREVEPORT-TEXARKANA | 54,100 | .78 |
| 33 | SAN DIEGO | 51,800 | .75 |
| 34 | MOBILE-PENSACOLA | 49,000 | .71 |
| 35 | KANSAS CITY | 48,800 | .71 |
| 36 | MONTGOMERY-SELMA | 48,200 | .70 |
| 37 | CHARLESTON, SC | 47,800 | .69 |
| 38 | HARTFORD-NEW HAVEN | 47,700 | .69 |
| 39 | SAVANNAH | 47,600 | .69 |
| 40 | MILWAUKEE | 46,700 | .68 |
| 41 | AUGUSTA | 46,200 | .67 |
| 41 | COLUMBUS, OH | 46,200 | .67 |
| 43 | INDIANAPOLIS | 46,100 | .67 |
| 44 | SACRAMENTO-STOCKTON | 45,600 | .66 |
| 45 | GREENVILLE-NEW BERN-WASHINGTON | 45,000 | .65 |
| 46 | LITTLE ROCK | 44,900 | .65 |
| 47 | CINCINNATI | 42,800 | .62 |
| 48 | COLUMBUS, GA | 40,800 | .59 |
| 49 | SEATTLE-TACOMA | 40,300 | .58 |
| 50 | MACON | 40,200 | .58 |
| 51 | PITTSBURGH | 39,200 | .57 |
| 52 | TALLAHASSEE-THOMASVILLE | 35,700 | .52 |
| 53 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 34,800 | .50 |
| 54 | ROANOKE-LYNCHBURG | 34,700 | .50 |
| 55 | LOUISVILLE | 32,400 | .47 |
| 56 | WACO-TEMPLE-BRYAN | 31,400 | .45 |
| 57 | BUFFALO | 30,700 | .44 |
| 58 | MONROE-EL DORADO | 28,900 | .42 |
| 59 | OKLAHOMA CITY | 28,700 | .42 |
| 60 | FLORENCE-MYRTLE BEACH | 28,300 | .41 |
| 61 | DAYTON | 28,200 | .41 |
| 62 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 28,100 | .41 |
| 63 | COLUMBUS-TUPELO | 27,900 | .40 |
| 64 | LAFAYETTE, LA | 27,200 | .39 |
| 65 | ALBANY, GA | 26,900 | .39 |
| 66 | DENVER | 26,800 | .39 |
| 67 | MINNEAPOLIS-ST. PAUL | 26,600 | .39 |
| 68 | FLINT-SAGINAW-BAY CITY | 25,700 | .37 |
| 68 | GREENWOOD-GREENVILLE | 25,700 | .37 |
| 70 | SAN ANTONIO | 23,600 | .34 |
| 71 | HUNTSVILLE-DECATUR-FLORENCE | 22,600 | .33 |
| 72 | AUSTIN, TX | 21,700 | .31 |
| 73 | PHOENIX | 21,200 | .31 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 21,100 | .31 |
| 75 | ROCHESTER, NY | 20,400 | .30 |
| 76 | BEAUMONT-PORT ARTHUR | 19,100 | .28 |
| 77 | LAS VEGAS | 18,900 | .27 |
| 78 | WILMINGTON | 18,800 | .27 |
| 79 | TULSA | 18,000 | .26 |
| 80 | TOLEDO | 16,100 | .23 |
| 81 | ALEXANDRIA, LA | 15,400 | .22 |
| 82 | FRESNO-VISALIA | 15,000 | .22 |
| 82 | LAUREL-HATTIESBURG | 15,000 | .22 |
| 84 | HARRISBURG-YORK-LANCASTER-LEBANON | 14,800 | .21 |
| 85 | ALBANY-SCHENECTADY-TROY | 14,500 | .21 |
| 85 | CHATTANOOGA | 14,500 | .21 |
| 87 | SPRINGFIELD-DECATUR-CHAMPAIGN | 14,200 | .21 |
| 88 | LANSING | 13,700 | .20 |
| 88 | SYRACUSE | 13,700 | .20 |
| 90 | BILOXI-GULFPORT-PASCAGOULA | 13,500 | .20 |
| 91 | MERIDIAN | 12,900 | .19 |
| 92 | SALISBURY | 12,600 | .18 |
| 93 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 12,500 | .18 |
| 94 | LEXINGTON | 12,100 | .18 |
| 95 | OMAHA | 12,000 | .17 |
| 96 | PORTLAND, OR | 11,800 | .17 |
| 97 | SOUTH BEND-ELKHART | 11,600 | .17 |
| 98 | PROVIDENCE-NEW BEDFORD | 11,400 | .17 |
| 99 | YOUNGSTOWN | 11,300 | .16 |
| 100 | WICHITA-HUTCHINSON | 11,100 | .16 |
| 101 | COLORADO SPRINGS-PUEBLO | 10,800 | .16 |
| 102 | KNOXVILLE | 10,600 | .15 |
| 102 | WICHITA FALLS-LAWTON | 10,600 | .15 |
| 104 | LAKE CHARLES | 10,500 | .15 |
| 105 | DOTHAN | 10,100 | .15 |
| 106 | SALINAS-MONTEREY | 9,600 | .14 |
| 107 | GAINESVILLE | 9,100 | .13 |
| 108 | PEORIA-BLOOMINGTON | 9,000 | .13 |
| 109 | TOPEKA | 8,600 | .12 |
| 110 | PANAMA CITY | 8,500 | .12 |
| 111 | SPRINGFIELD, MA | 8,400 | .12 |
| 112 | FT. MYERS-NAPLES | 8,300 | .12 |
| 112 | TUSCALOOSA | 8,300 | .12 |
| 114 | CHARLESTON-HUNTINGTON | 7,900 | .11 |
| 115 | EL PASO | 7,800 | .11 |
| 116 | TUCSON | 7,700 | .11 |
| 117 | COLUMBIA-JEFFERSON CITY | 7,300 | .11 |
| 118 | BAKERSFIELD | 7,100 | .10 |
| 119 | ALBUQUERQUE | 6,800 | .10 |
| 119 | FT. WAYNE | 6,800 | .10 |
| 121 | ROCKFORD | 6,400 | .09 |
| 122 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 6,300 | .09 |
| 123 | EVANSVILLE | 6,200 | .09 |
| 124 | JACKSON, TN | 6,100 | .09 |
| 124 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 6,100 | .09 |
| 126 | WILKES BARRE-SCRANTON | 5,900 | .09 |
| 127 | BURLINGTON-PLATTSBURGH | 5,600 | .08 |
| 128 | ANNISTON | 5,100 | .07 |
| 128 | WATERTOWN-CARTHAGE | 5,100 | .07 |
| 130 | JOHNSTOWN-ALTOONA | 5,000 | .07 |
| 130 | LUBBOCK | 5,000 | .07 |
| 130 | MADISON | 5,000 | .07 |
| 133 | HAGERSTOWN | 4,700 | .07 |
| 134 | RENO | 4,500 | .07 |
| 134 | UTICA | 4,500 | .07 |
| 136 | DES MOINES | 4,400 | .06 |
| 137 | SALT LAKE CITY | 4,300 | .06 |
| 138 | SPRINGFIELD, MO | 4,100 | .06 |
| 139 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 3,800 | .06 |
| 139 | CHARLOTTESVILLE | 3,800 | .06 |
| 141 | ABILENE-SWEETWATER | 3,700 | .05 |
| 141 | AMARILLO | 3,700 | .05 |
| 141 | BLUEFIELD-BECKLEY-OAK HILL | 3,700 | .05 |
| 144 | CORPUS CHRISTI | 3,600 | .05 |
| 144 | HARRISONBURG | 3,600 | .05 |
| 144 | TRAVERSE CITY-CADILLAC | 3,600 | .05 |
| 147 | LIMA | 3,400 | .05 |
| 148 | ERIE | 3,300 | .05 |
| 149 | ODESSA-MIDLAND | 3,200 | .05 |
| 150 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 3,000 | .04 |
| 151 | ELMIRA | 2,700 | .04 |
| 152 | FT. SMITH | 2,500 | .04 |
| 153 | TERRE HAUTE | 2,400 | .03 |
| 154 | SARASOTA | 2,300 | .03 |
| 155 | QUINCY-HANNIBAL | 2,200 | .03 |
| 156 | ARDMORE-ADA | 2,100 | .03 |
| 156 | SPOKANE | 2,100 | .03 |
| 158 | PALM SPRINGS | 2,000 | .03 |
| 159 | LINCOLN-HASTINGS-KEARNEY | 1,800 | .03 |
| 159 | WHEELING-STEUBENVILLE | 1,800 | .03 |
| 159 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 1,800 | .03 |
| 162 | BOWLING GREEN | 1,700 | .02 |
| 162 | PORTLAND-POLAND SPRING | 1,700 | .02 |
| 164 | BINGHAMTON | 1,600 | .02 |
| 165 | EL CENTRO-YUMA | 1,400 | .02 |
| 165 | JONESBORO | 1,400 | .02 |
| 167 | CHICO-REDDING | 1,300 | .02 |
| 168 | EUREKA | 1,200 | .02 |
| 168 | GREEN BAY-APPLETON | 1,200 | .02 |
| 168 | JOPLIN-PITTSBURG | 1,200 | .02 |
| 171 | EUGENE | 1,100 | .02 |
| 172 | FARGO | 1,000 | .01 |
| 172 | LAFAYETTE, IN | 1,000 | .01 |
| 172 | MARQUETTE | 1,000 | .01 |
| 172 | SAN ANGELO | 1,000 | .01 |
| 172 | VICTORIA | 1,000 | .01 |
| 177 | CLARKSBURG-WESTON | 900 | .01 |
| 177 | SIOUX CITY | 900 | .01 |
| 177 | WAUSAU-RHINELANDER | 900 | .01 |
| 180 | DULUTH-SUPERIOR | 800 | .01 |
| 180 | ZANESVILLE | 800 | .01 |
| 182 | BOISE | 700 | .01 |
| 182 | ST. JOSEPH | 700 | .01 |
| 184 | CHEYENNE-SCOTTSBLUFF (STERLING) | 600 | .01 |
| 184 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 600 | .01 |
| 184 | RAPID CITY | 600 | .01 |
| 184 | ROCHESTER-MASON CITY-AUSTIN | 600 | .01 |
| 184 | SIOUX FALLS-MITCHELL | 600 | .01 |
| 189 | BANGOR | 500 | .01 |
| 189 | MEDFORD | 500 | .01 |
| 189 | PARKERSBURG | 500 | .01 |
| 189 | PRESQUE ISLE | 500 | .01 |
| 193 | FLAGSTAFF | 400 | .01 |
| 193 | LA CROSSE-EAU CLAIRE | 400 | .01 |
| 193 | MCALLEN-BROWNSVILLE: LRGV | 400 | .01 |
| 196 | GRAND JUNCTION-DURANGO | 300 | - |
| 196 | GREAT FALLS | 300 | - |
| 198 | BILLINGS-HARDIN | 200 | - |
| 198 | IDAHO FALLS-POCATELLO | 200 | - |
| 198 | MANKATO | 200 | - |
| 198 | MISSOULA | 200 | - |
| 202 | BEND | 100 | - |
| 202 | BUTTE | 100 | - |
| 202 | CASPER-RIVERTON | 100 | - |
| 202 | HELENA | 100 | - |
| 202 | NORTH PLATTE | 100 | - |
| 202 | OTTUMWA-KIRKSVILLE | 100 | - |
| 202 | TWIN FALLS | 100 | - |
| 209 | ALPENA | | |
| 209 | LAREDO | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC MEN 18-49

US TOTAL 6,257,000

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,412,100 | 22.57 |
| 2 | NEW YORK | 756,900 | 12.10 |
| 3 | SAN FRANCISCO-OAKLAND-SAN JOSE | 274,400 | 4.39 |
| 4 | MIAMI-FT. LAUDERDALE | 273,400 | 4.37 |
| 5 | CHICAGO | 265,800 | 4.25 |
| 6 | HOUSTON | 245,500 | 3.92 |
| 7 | SAN ANTONIO | 188,100 | 3.01 |
| 8 | DALLAS-FT. WORTH | 183,100 | 2.93 |
| 9 | SAN DIEGO | 154,300 | 2.47 |
| 10 | FRESNO-VISALIA | 131,800 | 2.11 |
| 11 | MCALLEN-BROWNSVILLE: LRGV | 129,000 | 2.06 |
| 12 | SACRAMENTO-STOCKTON | 121,500 | 1.94 |
| 13 | ALBUQUERQUE | 119,400 | 1.91 |
| 14 | PHOENIX | 114,600 | 1.83 |
| 15 | EL PASO | 113,900 | 1.82 |
| 16 | WASHINGTON, DC | 83,000 | 1.33 |
| 17 | PHILADELPHIA | 81,000 | 1.29 |
| 18 | DENVER | 77,900 | 1.25 |
| 19 | BOSTON | 68,900 | 1.10 |
| 20 | CORPUS CHRISTI | 61,800 | .99 |
| 21 | AUSTIN, TX | 54,900 | .88 |
| 22 | SALINAS-MONTEREY | 54,600 | .87 |
| 23 | TUCSON | 51,700 | .83 |
| 24 | TAMPA-ST. PETERSBURG | 49,200 | .79 |
| 25 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 41,100 | .66 |
| 26 | BAKERSFIELD | 40,300 | .64 |
| 27 | ORLANDO-DAYTONA BEACH-MELBOURNE | 40,000 | .64 |
| 28 | HARTFORD-NEW HAVEN | 38,100 | .61 |
| 29 | SEATTLE-TACOMA | 33,700 | .54 |
| 30 | ODESSA-MIDLAND | 30,600 | .49 |
| 31 | LAREDO | 28,500 | .46 |
| 31 | PORTLAND, OR | 28,500 | .46 |
| 33 | PALM SPRINGS | 27,700 | .44 |
| 34 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 27,300 | .44 |
| 35 | ATLANTA | 26,800 | .43 |
| 35 | LAS VEGAS | 26,800 | .43 |
| 37 | LUBBOCK | 26,400 | .42 |
| 37 | WACO-TEMPLE-BRYAN | 26,400 | .42 |
| 39 | EL CENTRO-YUMA | 25,000 | .40 |
| 40 | COLORADO SPRINGS-PUEBLO | 24,900 | .40 |
| 41 | SALT LAKE CITY | 24,300 | .39 |
| 42 | DETROIT | 23,300 | .37 |
| 43 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 21,800 | .35 |
| 44 | AMARILLO | 20,500 | .33 |
| 45 | MILWAUKEE | 18,700 | .30 |
| 46 | PROVIDENCE-NEW BEDFORD | 16,800 | .27 |
| 47 | RENO | 15,700 | .25 |
| 48 | CLEVELAND | 14,500 | .23 |
| 48 | FT. MYERS-NAPLES | 14,500 | .23 |
| 48 | NEW ORLEANS | 14,500 | .23 |
| 51 | KANSAS CITY | 14,400 | .23 |
| 52 | WICHITA-HUTCHINSON | 14,300 | .23 |
| 53 | OKLAHOMA CITY | 13,400 | .21 |
| 54 | MINNEAPOLIS-ST. PAUL | 13,000 | .21 |
| 55 | RALEIGH-DURHAM | 12,400 | .20 |
| 56 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 11,900 | .19 |
| 57 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 11,700 | .19 |
| 58 | SPRINGFIELD, MA | 11,500 | .18 |
| 59 | ABILENE-SWEETWATER | 11,400 | .18 |
| 60 | BALTIMORE | 10,000 | .16 |
| 61 | TOLEDO | 9,800 | .16 |
| 62 | BUFFALO | 9,700 | .16 |
| 63 | TYLER-LONGVIEW-JACKSONVILLE | 9,400 | .15 |
| 64 | CHICO-REDDING | 8,800 | .14 |
| 64 | JACKSONVILLE | 8,800 | .14 |
| 64 | SAN ANGELO | 8,800 | .14 |
| 64 | SPOKANE | 8,800 | .14 |
| 68 | HARRISBURG-YORK-LANCASTER-LEBANON | 8,500 | .14 |
| 68 | WICHITA FALLS-LAWTON | 8,500 | .14 |
| 70 | BOISE | 8,300 | .13 |
| 71 | ST. LOUIS | 8,200 | .13 |
| 72 | ALBANY-SCHENECTADY-TROY | 7,800 | .12 |
| 73 | FLINT-SAGINAW-BAY CITY | 7,600 | .12 |
| 73 | ROCHESTER, NY | 7,600 | .12 |
| 75 | IDAHO FALLS-POCATELLO | 6,300 | .10 |
| 76 | GREENVILLE-NEW BERN-WASHINGTON | 6,100 | .10 |
| 77 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 6,000 | .10 |
| 77 | VICTORIA | 6,000 | .10 |
| 79 | INDIANAPOLIS | 5,900 | .09 |
| 80 | SYRACUSE | 5,800 | .09 |
| 81 | SHREVEPORT-TEXARKANA | 5,600 | .09 |
| 82 | OMAHA | 5,400 | .09 |
| 83 | CHARLOTTE | 5,300 | .08 |
| 84 | LANSING | 5,200 | .08 |
| 85 | TULSA | 5,100 | .08 |
| 86 | NASHVILLE | 5,000 | .08 |
| 87 | MOBILE-PENSACOLA | 4,600 | .07 |
| 87 | SAVANNAH | 4,600 | .07 |
| 89 | TALLAHASSEE-THOMASVILLE | 4,500 | .07 |
| 90 | TOPEKA | 4,400 | .07 |
| 91 | BEAUMONT-PORT ARTHUR | 4,300 | .07 |
| 92 | SOUTH BEND-ELKHART | 4,200 | .07 |
| 93 | COLUMBUS, OH | 4,100 | .07 |
| 94 | BURLINGTON-PLATTSBURGH | 4,000 | .06 |
| 94 | MEDFORD | 4,000 | .06 |
| 94 | PITTSBURGH | 4,000 | .06 |
| 97 | GRAND JUNCTION-DURANGO | 3,800 | .06 |
| 98 | MEMPHIS | 3,700 | .06 |
| 99 | EUGENE | 3,500 | .06 |
| 99 | GREENSBORO-WINSTON SALEM-HIGH POINT | 3,500 | .06 |
| 99 | GREENVILLE-SPARTANBURG-ASHEVILLE | 3,500 | .06 |
| 99 | WILKES BARRE-SCRANTON | 3,500 | .06 |
| 103 | ROCKFORD | 3,400 | .05 |
| 103 | SPRINGFIELD-DECATUR-CHAMPAIGN | 3,400 | .05 |
| 105 | RICHMOND | 3,300 | .05 |

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 106 | ALBANY, GA | 3,100 | .05 |
| 107 | COLUMBUS, GA | 3,000 | .05 |
| 107 | LOUISVILLE | 3,000 | .05 |
| 109 | GAINESVILLE | 2,900 | .05 |
| 110 | BATON ROUGE | 2,800 | .04 |
| 110 | CHEYENNE-SCOTTSBLUFF (STERLING) | 2,800 | .04 |
| 110 | EUREKA | 2,800 | .04 |
| 110 | WATERTOWN-CARTHAGE | 2,800 | .04 |
| 114 | FLAGSTAFF | 2,700 | .04 |
| 114 | LINCOLN-HASTINGS-KEARNEY | 2,700 | .04 |
| 114 | MADISON | 2,700 | .04 |
| 117 | CHARLESTON, SC | 2,500 | .04 |
| 117 | COLUMBIA, SC | 2,500 | .04 |
| 117 | DES MOINES | 2,500 | .04 |
| 117 | LITTLE ROCK | 2,500 | .04 |
| 121 | CINCINNATI | 2,400 | .04 |
| 121 | SPRINGFIELD, MO | 2,400 | .04 |
| 123 | DAYTON | 2,300 | .04 |
| 123 | FT. WAYNE | 2,300 | .04 |
| 125 | CHATTANOOGA | 2,200 | .04 |
| 125 | ROANOKE-LYNCHBURG | 2,200 | .04 |
| 127 | GREEN BAY-APPLETON | 2,100 | .03 |
| 127 | PEORIA-BLOOMINGTON | 2,100 | .03 |
| 127 | UTICA | 2,100 | .03 |
| 130 | ALEXANDRIA, LA | 2,000 | .03 |
| 130 | AUGUSTA | 2,000 | .03 |
| 130 | SIOUX CITY | 2,000 | .03 |
| 133 | PORTLAND-POLAND SPRING | 1,800 | .03 |
| 133 | YOUNGSTOWN | 1,800 | .03 |
| 135 | FT. SMITH | 1,700 | .03 |
| 135 | SARASOTA | 1,700 | .03 |
| 135 | TWIN FALLS | 1,700 | .03 |
| 138 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,600 | .03 |
| 138 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 1,600 | .03 |
| 138 | PANAMA CITY | 1,600 | .03 |
| 141 | BIRMINGHAM | 1,500 | .02 |
| 141 | FARGO | 1,500 | .02 |
| 141 | HUNTSVILLE-DECATUR-FLORENCE | 1,500 | .02 |
| 144 | MACON | 1,400 | .02 |
| 145 | BINGHAMTON | 1,300 | .02 |
| 145 | JOHNSTOWN-ALTOONA | 1,300 | .02 |
| 145 | LAFAYETTE, LA | 1,300 | .02 |
| 145 | LEXINGTON | 1,300 | .02 |
| 145 | RAPID CITY | 1,300 | .02 |
| 150 | BILLINGS-HARDIN | 1,200 | .02 |
| 150 | CHARLESTON-HUNTINGTON | 1,200 | .02 |
| 150 | LAKE CHARLES | 1,200 | .02 |
| 153 | BILOXI-GULFPORT-PASCAGOULA | 1,100 | .02 |
| 153 | KNOXVILLE | 1,100 | .02 |
| 155 | COLUMBIA-JEFFERSON CITY | 1,000 | .02 |
| 155 | ELMIRA | 1,000 | .02 |
| 155 | ERIE | 1,000 | .02 |
| 158 | ARDMORE-ADA | 900 | .01 |
| 158 | MONROE-EL DORADO | 900 | .01 |
| 158 | TRAVERSE CITY-CADILLAC | 900 | .01 |
| 161 | BUTTE | 800 | .01 |
| 161 | CASPER-RIVERTON | 800 | .01 |
| 161 | DOTHAN | 800 | .01 |
| 161 | EVANSVILLE | 800 | .01 |
| 161 | LAFAYETTE, IN | 800 | .01 |
| 161 | ROCHESTER-MASON CITY-AUSTIN | 800 | .01 |
| 161 | SALISBURY | 800 | .01 |
| 161 | WAUSAU-RHINELANDER | 800 | .01 |
| 161 | WILMINGTON | 800 | .01 |
| 170 | HARRISONBURG | 700 | .01 |
| 170 | LA CROSSE-EAU CLAIRE | 700 | .01 |
| 170 | TERRE HAUTE | 700 | .01 |
| 173 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 600 | .01 |
| 173 | COLUMBUS-TUPELO | 600 | .01 |
| 173 | DULUTH-SUPERIOR | 600 | .01 |
| 173 | MISSOULA | 600 | .01 |
| 173 | MONTGOMERY-SELMA | 600 | .01 |
| 178 | ANNISTON | 500 | .01 |
| 178 | CHARLOTTESVILLE | 500 | .01 |
| 178 | FLORENCE-MYRTLE BEACH | 500 | .01 |
| 178 | JACKSON, MS | 500 | .01 |
| 178 | JOPLIN-PITTSBURG | 500 | .01 |
| 178 | QUINCY-HANNIBAL | 500 | .01 |
| 178 | ST. JOSEPH | 500 | .01 |
| 185 | BANGOR | 400 | .01 |
| 185 | BEND | 400 | .01 |
| 185 | CLARKSBURG-WESTON | 400 | .01 |
| 185 | GREAT FALLS | 400 | .01 |
| 185 | LAUREL-HATTIESBURG | 400 | .01 |
| 185 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 400 | .01 |
| 191 | HAGERSTOWN | 300 | - |
| 191 | LIMA | 300 | - |
| 191 | MARQUETTE | 300 | - |
| 191 | NORTH PLATTE | 300 | - |
| 191 | SIOUX FALLS-MITCHELL | 300 | - |
| 191 | TUSCALOOSA | 300 | - |
| 197 | BLUEFIELD-BECKLEY-OAK HILL | 200 | - |
| 197 | GREENWOOD-GREENVILLE | 200 | - |
| 197 | HELENA | 200 | - |
| 197 | JONESBORO | 200 | - |
| 197 | PARKERSBURG | 200 | - |
| 197 | PRESQUE ISLE | 200 | - |
| 197 | WHEELING-STEUBENVILLE | 200 | - |
| 204 | ALPENA | 100 | - |
| 204 | BOWLING GREEN | 100 | - |
| 204 | JACKSON, TN | 100 | - |
| 204 | MANKATO | 100 | - |
| 204 | MERIDIAN | 100 | - |
| 204 | OTTUMWA-KIRKSVILLE | 100 | - |
| 204 | ZANESVILLE | 100 | - |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL MEN 18-34** US TOTAL 34,074,600

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 2,494,200 | 7.32 |
| 2 | LOS ANGELES | 2,335,600 | 6.85 |
| 3 | CHICAGO | 1,159,400 | 3.40 |
| 4 | PHILADELPHIA | 959,100 | 2.81 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 885,100 | 2.60 |
| 6 | BOSTON | 833,200 | 2.45 |
| 7 | DALLAS-FT. WORTH | 716,300 | 2.10 |
| 8 | WASHINGTON, DC | 710,400 | 2.08 |
| 9 | DETROIT | 620,600 | 1.82 |
| 10 | HOUSTON | 600,300 | 1.76 |
| 11 | ATLANTA | 576,200 | 1.69 |
| 12 | MINNEAPOLIS-ST. PAUL | 514,100 | 1.51 |
| 13 | SEATTLE-TACOMA | 495,600 | 1.45 |
| 14 | CLEVELAND | 460,700 | 1.35 |
| 15 | SAN DIEGO | 459,800 | 1.35 |
| 16 | MIAMI-FT. LAUDERDALE | 424,500 | 1.25 |
| 17 | SACRAMENTO-STOCKTON | 403,100 | 1.18 |
| 18 | PHOENIX | 374,400 | 1.10 |
| 19 | ST. LOUIS | 373,500 | 1.10 |
| 20 | DENVER | 365,800 | 1.07 |
| 21 | BALTIMORE | 358,200 | 1.05 |
| 22 | PITTSBURGH | 353,300 | 1.04 |
| 23 | HARTFORD-NEW HAVEN | 346,100 | 1.02 |
| 24 | TAMPA-ST. PETERSBURG | 339,000 | .99 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 319,300 | .94 |
| 26 | INDIANAPOLIS | 305,000 | .90 |
| 27 | RALEIGH-DURHAM | 300,300 | .88 |
| 28 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 285,700 | .84 |
| 29 | PORTLAND, OR | 271,300 | .80 |
| 30 | MILWAUKEE | 270,800 | .79 |
| 31 | COLUMBUS, OH | 270,000 | .79 |
| 32 | CINCINNATI | 267,900 | .79 |
| 33 | CHARLOTTE | 267,100 | .78 |
| 34 | KANSAS CITY | 266,900 | .78 |
| 35 | NASHVILLE | 264,000 | .77 |
| 36 | SALT LAKE CITY | 247,100 | .73 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 230,400 | .68 |
| 38 | SAN ANTONIO | 228,100 | .67 |
| 39 | GREENVILLE-SPARTANBURG-ASHEVILLE | 216,800 | .64 |
| 40 | MEMPHIS | 213,900 | .63 |
| 41 | NEW ORLEANS | 213,200 | .63 |
| 42 | BUFFALO | 212,900 | .62 |
| 43 | PROVIDENCE-NEW BEDFORD | 210,000 | .62 |
| 44 | OKLAHOMA CITY | 198,000 | .58 |
| 45 | FRESNO-VISALIA | 194,300 | .57 |
| 46 | LOUISVILLE | 189,200 | .56 |
| 47 | HARRISBURG-YORK-LANCASTER-LEBANON | 187,600 | .55 |
| 48 | JACKSONVILLE | 180,700 | .53 |
| 49 | ALBUQUERQUE | 180,400 | .53 |
| 50 | GREENSBORO-WINSTON SALEM-HIGH POINT | 178,200 | .52 |
| 51 | ALBANY-SCHENECTADY-TROY | 177,400 | .52 |
| 52 | DAYTON | 168,000 | .49 |
| 53 | BIRMINGHAM | 164,000 | .48 |
| 54 | WILKES BARRE-SCRANTON | 163,000 | .48 |
| 55 | AUSTIN, TX | 162,900 | .48 |
| 56 | FLINT-SAGINAW-BAY CITY | 153,200 | .45 |
| 57 | RICHMOND | 152,600 | .45 |
| 58 | SYRACUSE | 152,200 | .45 |
| 59 | CHARLESTON-HUNTINGTON | 149,700 | .44 |
| 60 | LITTLE ROCK | 147,500 | .43 |
| 61 | MOBILE-PENSACOLA | 147,100 | .43 |
| 62 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 146,300 | .43 |
| 63 | TOLEDO | 141,900 | .42 |
| 64 | KNOXVILLE | 140,000 | .41 |
| 65 | TULSA | 138,700 | .41 |
| 66 | WICHITA-HUTCHINSON | 137,500 | .40 |
| 67 | ROANOKE-LYNCHBURG | 135,200 | .40 |
| 68 | ROCHESTER, NY | 130,700 | .38 |
| 69 | GREEN BAY-APPLETON | 130,100 | .38 |
| 70 | WACO-TEMPLE-BRYAN | 130,000 | .38 |
| 71 | LEXINGTON | 126,900 | .37 |
| 72 | PORTLAND-POLAND SPRING | 124,300 | .36 |
| 73 | DES MOINES | 122,400 | .36 |
| 74 | SPRINGFIELD-DECATUR-CHAMPAIGN | 120,800 | .35 |
| 75 | OMAHA | 118,800 | .35 |
| 76 | COLUMBIA, SC | 117,700 | .35 |
| 77 | GREENVILLE-NEW BERN-WASHINGTON | 117,400 | .34 |
| 78 | LAS VEGAS | 116,900 | .34 |
| 79 | SHREVEPORT-TEXARKANA | 114,900 | .34 |
| 80 | TUCSON | 112,900 | .33 |
| 81 | EL PASO | 109,400 | .32 |
| 82 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 109,200 | .32 |
| 83 | JOHNSTOWN-ALTOONA | 108,300 | .32 |
| 84 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 107,800 | .32 |
| 85 | MADISON | 103,400 | .30 |
| 86 | SALINAS-MONTEREY | 103,300 | .30 |
| 87 | SPOKANE | 102,400 | .30 |
| 88 | BATON ROUGE | 101,700 | .30 |
| 88 | SPRINGFIELD, MO | 101,700 | .30 |
| 90 | SOUTH BEND-ELKHART | 101,300 | .30 |
| 91 | CHATTANOOGA | 101,200 | .30 |
| 92 | SAVANNAH | 100,700 | .30 |
| 93 | HUNTSVILLE-DECATUR-FLORENCE | 100,600 | .30 |
| 94 | CHARLESTON, SC | 100,300 | .29 |
| 95 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 98,400 | .29 |
| 96 | JACKSON, MS | 96,500 | .28 |
| 97 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 95,900 | .28 |
| 97 | BURLINGTON-PLATTSBURGH | 95,900 | .28 |
| 99 | LANSING | 94,900 | .28 |
| 100 | COLORADO SPRINGS-PUEBLO | 93,100 | .27 |
| 101 | SPRINGFIELD, MA | 92,600 | .27 |
| 102 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 90,100 | .26 |
| 103 | MCALLEN-BROWNSVILLE: LRGV | 87,500 | .26 |
| 104 | EVANSVILLE | 83,100 | .24 |
| 105 | FT. WAYNE | 80,100 | .24 |
| 106 | TALLAHASSEE-THOMASVILLE | 79,600 | .23 |
| 107 | YOUNGSTOWN | 79,300 | .23 |
| 108 | COLUMBUS, GA | 79,100 | .23 |
| 109 | LINCOLN-HASTINGS-KEARNEY | 78,900 | .23 |
| 110 | FARGO | 77,400 | .23 |
| 111 | AUGUSTA | 76,400 | .22 |
| 112 | PEORIA-BLOOMINGTON | 75,500 | .22 |
| 113 | MONTGOMERY-SELMA | 71,800 | .21 |
| 114 | RENO | 70,000 | .21 |
| 115 | FT. MYERS-NAPLES | 69,500 | .20 |
| 116 | BAKERSFIELD | 69,300 | .20 |
| 117 | SIOUX FALLS-MITCHELL | 68,000 | .20 |
| 118 | TYLER-LONGVIEW-JACKSONVILLE | 67,800 | .20 |
| 119 | MACON | 66,300 | .19 |
| 120 | LAFAYETTE, LA | 65,900 | .19 |
| 121 | CORPUS CHRISTI | 64,000 | .19 |
| 122 | EUGENE | 63,800 | .19 |
| 123 | TOPEKA | 63,400 | .19 |
| 124 | FT. SMITH | 62,700 | .18 |
| 125 | LA CROSSE-EAU CLAIRE | 61,600 | .18 |
| 126 | COLUMBUS-TUPELO | 60,300 | .18 |
| 127 | TRAVERSE CITY-CADILLAC | 59,400 | .17 |
| 128 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 59,100 | .17 |
| 129 | WICHITA FALLS-LAWTON | 59,000 | .17 |
| 130 | MONROE-EL DORADO | 58,200 | .17 |
| 131 | LUBBOCK | 55,600 | .16 |
| 132 | AMARILLO | 54,400 | .16 |
| 133 | COLUMBIA-JEFFERSON CITY | 54,200 | .16 |
| 134 | WAUSAU-RHINELANDER | 53,700 | .16 |
| 135 | BINGHAMTON | 53,600 | .16 |
| 136 | FLORENCE-MYRTLE BEACH | 51,500 | .15 |
| 137 | BOISE | 51,100 | .15 |
| 137 | ROCKFORD | 51,100 | .15 |
| 139 | CHICO-REDDING | 51,000 | .15 |
| 140 | TERRE HAUTE | 50,900 | .15 |
| 141 | ERIE | 50,600 | .15 |
| 142 | BEAUMONT-PORT ARTHUR | 49,400 | .14 |
| 143 | SIOUX CITY | 48,100 | .14 |
| 144 | ODESSA-MIDLAND | 47,700 | .14 |
| 145 | WILMINGTON | 47,600 | .14 |
| 146 | DULUTH-SUPERIOR | 47,500 | .14 |
| 147 | ALBANY, GA | 45,600 | .13 |
| 148 | BANGOR | 42,700 | .13 |
| 149 | BILOXI-GULFPORT-PASCAGOULA | 42,400 | .12 |
| 150 | GAINESVILLE | 41,900 | .12 |
| 151 | WATERTOWN-CARTHAGE | 41,800 | .12 |
| 152 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 41,700 | .12 |
| 153 | JOPLIN-PITTSBURG | 40,800 | .12 |
| 154 | ROCHESTER-MASON CITY-AUSTIN | 40,300 | .12 |
| 155 | WHEELING-STEUBENVILLE | 39,900 | .12 |
| 156 | IDAHO FALLS-POCATELLO | 39,600 | .12 |
| 157 | ALEXANDRIA, LA | 38,700 | .11 |
| 157 | PALM SPRINGS | 38,700 | .11 |
| 159 | BLUEFIELD-BECKLEY-OAK HILL | 38,500 | .11 |
| 160 | UTICA | 38,300 | .11 |
| 161 | ABILENE-SWEETWATER | 36,200 | .11 |
| 162 | QUINCY-HANNIBAL | 35,200 | .10 |
| 163 | MEDFORD | 34,200 | .10 |
| 164 | PANAMA CITY | 34,100 | .10 |
| 165 | HARRISONBURG | 33,800 | .10 |
| 165 | LAUREL-HATTIESBURG | 33,800 | .10 |
| 167 | SALISBURY | 32,500 | .10 |
| 168 | CLARKSBURG-WESTON | 31,900 | .09 |
| 169 | DOTHAN | 31,100 | .09 |
| 170 | LAKE CHARLES | 29,300 | .09 |
| 171 | RAPID CITY | 29,000 | .09 |
| 172 | LAFAYETTE, IN | 28,400 | .08 |
| 173 | ELMIRA | 28,100 | .08 |
| 174 | EL CENTRO-YUMA | 27,800 | .08 |
| 175 | GREENWOOD-GREENVILLE | 27,500 | .08 |
| 176 | SARASOTA | 25,200 | .07 |
| 177 | BILLINGS-HARDIN | 24,300 | .07 |
| 178 | TUSCALOOSA | 23,900 | .07 |
| 179 | JONESBORO | 22,500 | .07 |
| 180 | MARQUETTE | 21,900 | .06 |
| 181 | MERIDIAN | 21,300 | .06 |
| 182 | MISSOULA | 21,200 | .06 |
| 183 | ARDMORE-ADA | 20,700 | .06 |
| 184 | GRAND JUNCTION-DURANGO | 20,000 | .06 |
| 185 | EUREKA | 19,500 | .06 |
| 186 | GREAT FALLS | 19,300 | .06 |
| 187 | CHARLOTTESVILLE | 19,200 | .06 |
| 188 | LAREDO | 19,100 | .06 |
| 189 | HAGERSTOWN | 18,700 | .05 |
| 190 | BUTTE | 18,100 | .05 |
| 191 | JACKSON, TN | 18,000 | .05 |
| 192 | SAN ANGELO | 17,800 | .05 |
| 193 | PARKERSBURG | 16,800 | .05 |
| 194 | BOWLING GREEN | 16,700 | .05 |
| 195 | ANNISTON | 16,200 | .05 |
| 196 | ST. JOSEPH | 15,900 | .05 |
| 197 | FLAGSTAFF | 15,400 | .05 |
| 198 | LIMA | 14,300 | .04 |
| 199 | CHEYENNE-SCOTTSBLUFF (STERLING) | 13,700 | .04 |
| 200 | MANKATO | 12,800 | .04 |
| 201 | PRESQUE ISLE | 11,900 | .03 |
| 202 | CASPER-RIVERTON | 11,800 | .03 |
| 203 | TWIN FALLS | 10,900 | .03 |
| 204 | OTTUMWA-KIRKSVILLE | 10,700 | .03 |
| 205 | ZANESVILLE | 9,900 | .03 |
| 206 | VICTORIA | 9,000 | .03 |
| 207 | BEND | 7,800 | .02 |
| 208 | HELENA | 5,200 | .02 |
| 209 | NORTH PLATTE | 4,500 | .01 |
| 210 | ALPENA | 4,300 | .01 |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK MEN 18-34

US TOTAL 4,255,700

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 435,500 | 10.23 |
| 2 | CHICAGO | 203,000 | 4.77 |
| 3 | LOS ANGELES | 184,200 | 4.33 |
| 4 | WASHINGTON, DC | 168,800 | 3.97 |
| 5 | PHILADELPHIA | 163,500 | 3.84 |
| 6 | ATLANTA | 140,400 | 3.30 |
| 7 | DETROIT | 121,400 | 2.85 |
| 8 | HOUSTON | 105,300 | 2.47 |
| 9 | DALLAS-FT. WORTH | 99,200 | 2.33 |
| 10 | BALTIMORE | 92,000 | 2.16 |
| 11 | RALEIGH-DURHAM | 84,600 | 1.99 |
| 12 | MIAMI-FT. LAUDERDALE | 80,300 | 1.89 |
| 13 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 79,100 | 1.86 |
| 14 | SAN FRANCISCO-OAKLAND-SAN JOSE | 78,200 | 1.84 |
| 15 | MEMPHIS | 76,600 | 1.80 |
| 16 | NEW ORLEANS | 64,700 | 1.52 |
| 17 | CLEVELAND | 57,500 | 1.35 |
| 18 | ST. LOUIS | 55,900 | 1.31 |
| 19 | CHARLOTTE | 50,400 | 1.18 |
| 20 | RICHMOND | 47,000 | 1.10 |
| 21 | COLUMBIA, SC | 44,400 | 1.04 |
| 22 | JACKSON, MS | 43,800 | 1.03 |
| 23 | BOSTON | 41,500 | .98 |
| 24 | SAN DIEGO | 38,400 | .90 |
| 25 | BIRMINGHAM | 38,300 | .90 |
| 26 | JACKSONVILLE | 36,500 | .86 |
| 27 | GREENSBORO-WINSTON SALEM-HIGH POINT | 35,200 | .83 |
| 28 | ORLANDO-DAYTONA BEACH-MELBOURNE | 35,100 | .82 |
| 29 | NASHVILLE | 35,000 | .82 |
| 29 | TAMPA-ST. PETERSBURG | 35,000 | .82 |
| 31 | BATON ROUGE | 33,500 | .79 |
| 32 | SHREVEPORT-TEXARKANA | 32,600 | .77 |
| 33 | GREENVILLE-SPARTANBURG-ASHEVILLE | 32,300 | .76 |
| 34 | SAVANNAH | 30,900 | .73 |
| 35 | MONTGOMERY-SELMA | 30,400 | .71 |
| 36 | HARTFORD-NEW HAVEN | 30,300 | .71 |
| 36 | MOBILE-PENSACOLA | 30,300 | .71 |
| 38 | GREENVILLE-NEW BERN-WASHINGTON | 30,100 | .71 |
| 39 | KANSAS CITY | 30,000 | .70 |
| 40 | SACRAMENTO-STOCKTON | 29,700 | .70 |
| 41 | MILWAUKEE | 29,400 | .69 |
| 42 | CHARLESTON, SC | 29,200 | .69 |
| 43 | COLUMBUS, OH | 29,000 | .68 |
| 44 | INDIANAPOLIS | 28,400 | .67 |
| 45 | LITTLE ROCK | 27,900 | .66 |
| 46 | AUGUSTA | 27,500 | .65 |
| 47 | SEATTLE-TACOMA | 25,700 | .60 |
| 48 | CINCINNATI | 25,600 | .60 |
| 49 | COLUMBUS, GA | 25,100 | .59 |
| 50 | MACON | 24,300 | .57 |
| 51 | PITTSBURGH | 23,600 | .55 |
| 52 | WACO-TEMPLE-BRYAN | 23,300 | .55 |
| 53 | TALLAHASSEE-THOMASVILLE | 23,100 | .54 |
| 54 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 20,400 | .48 |
| 55 | LOUISVILLE | 20,000 | .47 |
| 56 | ROANOKE-LYNCHBURG | 19,900 | .47 |
| 57 | BUFFALO | 19,700 | .46 |
| 58 | MONROE-EL DORADO | 18,800 | .44 |
| 59 | OKLAHOMA CITY | 18,300 | .43 |
| 60 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 17,900 | .42 |
| 61 | COLUMBUS-TUPELO | 17,300 | .41 |
| 62 | DAYTON | 17,200 | .40 |
| 63 | LAFAYETTE, LA | 16,900 | .40 |
| 64 | MINNEAPOLIS-ST. PAUL | 16,600 | .39 |
| 65 | FLORENCE-MYRTLE BEACH | 16,500 | .39 |
| 66 | ALBANY, GA | 16,400 | .39 |
| 67 | GREENWOOD-GREENVILLE | 16,300 | .38 |
| 68 | DENVER | 15,700 | .37 |
| 69 | FLINT-SAGINAW-BAY CITY | 14,900 | .35 |
| 69 | SAN ANTONIO | 14,900 | .35 |
| 71 | HUNTSVILLE-DECATUR-FLORENCE | 14,500 | .34 |
| 72 | AUSTIN, TX | 14,200 | .33 |
| 73 | PHOENIX | 13,400 | .31 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 12,900 | .30 |
| 75 | ROCHESTER, NY | 12,500 | .29 |
| 76 | LAS VEGAS | 11,800 | .28 |
| 77 | BEAUMONT-PORT ARTHUR | 11,200 | .26 |
| 77 | TULSA | 11,200 | .26 |
| 79 | ALEXANDRIA, LA | 10,600 | .25 |
| 79 | WILMINGTON | 10,600 | .25 |
| 81 | FRESNO-VISALIA | 10,300 | .24 |
| 82 | TOLEDO | 9,800 | .23 |
| 83 | ALBANY-SCHENECTADY-TROY | 9,700 | .23 |
| 84 | LAUREL-HATTIESBURG | 9,600 | .23 |
| 85 | SPRINGFIELD-DECATUR-CHAMPAIGN | 9,300 | .22 |
| 86 | SYRACUSE | 9,100 | .21 |
| 87 | HARRISBURG-YORK-LANCASTER-LEBANON | 9,000 | .21 |
| 88 | LANSING | 8,700 | .20 |
| 89 | CHATTANOOGA | 8,600 | .20 |
| 90 | BILOXI-GULFPORT-PASCAGOULA | 8,400 | .20 |
| 91 | PADUCAH-CP GIRARDEAU-HARRSBRG-MAHION | 8,300 | .20 |
| 92 | MERIDIAN | 8,000 | .19 |
| 93 | SALISBURY | 7,900 | .19 |
| 94 | LEXINGTON | 7,800 | .18 |
| 94 | WICHITA FALLS-LAWTON | 7,800 | .18 |
| 96 | OMAHA | 7,700 | .18 |
| 97 | COLORADO SPRINGS-PUEBLO | 7,600 | .18 |
| 98 | WICHITA-HUTCHINSON | 7,500 | .18 |
| 99 | PROVIDENCE-NEW BEDFORD | 7,400 | .17 |
| 100 | SALINAS-MONTEREY | 7,200 | .17 |
| 101 | SOUTH BEND-ELKHART | 7,000 | .16 |
| 102 | KNOXVILLE | 6,900 | .16 |
| 102 | PORTLAND, OR | 6,900 | .16 |
| 104 | YOUNGSTOWN | 6,500 | .15 |
| 105 | TOPEKA | 6,400 | .15 |
| 106 | LAKE CHARLES | 6,300 | .15 |
| 107 | DOTHAN | 6,200 | .15 |
| 108 | PEORIA-BLOOMINGTON | 6,100 | .14 |
| 109 | GAINESVILLE | 6,000 | .14 |
| 110 | PANAMA CITY | 5,600 | .13 |
| 111 | EL PASO | 5,500 | .13 |
| 112 | SPRINGFIELD, MA | 5,400 | .13 |
| 113 | COLUMBIA-JEFFERSON CITY | 5,300 | .12 |
| 114 | FT. MYERS-NAPLES | 5,100 | .12 |
| 114 | TUCSON | 5,100 | .12 |
| 114 | TUSCALOOSA | 5,100 | .12 |
| 117 | CHARLESTON-HUNTINGTON | 5,000 | .12 |
| 118 | BAKERSFIELD | 4,700 | .11 |
| 119 | WATERTOWN-CARTHAGE | 4,400 | .10 |
| 120 | ALBUQUERQUE | 4,200 | .10 |
| 121 | EVANSVILLE | 4,100 | .10 |
| 121 | FT. WAYNE | 4,100 | .10 |
| 121 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 4,100 | .10 |
| 124 | BURLINGTON-PLATTSBURGH | 4,000 | .09 |
| 124 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 4,000 | .09 |
| 124 | WILKES BARRE-SCRANTON | 4,000 | .09 |
| 127 | JACKSON, TN | 3,800 | .09 |
| 128 | ROCKFORD | 3,700 | .09 |
| 129 | HAGERSTOWN | 3,600 | .08 |
| 130 | JOHNSTOWN-ALTOONA | 3,400 | .08 |
| 130 | UTICA | 3,400 | .08 |
| 132 | ANNISTON | 3,300 | .08 |
| 132 | LUBBOCK | 3,300 | .08 |
| 134 | RENO | 3,200 | .08 |
| 135 | SPRINGFIELD, MO | 3,100 | .07 |
| 136 | MADISON | 3,000 | .07 |
| 137 | DES MOINES | 2,800 | .07 |
| 137 | SALT LAKE CITY | 2,800 | .07 |
| 139 | ABILENE-SWEETWATER | 2,700 | .06 |
| 140 | TRAVERSE CITY-CADILLAC | 2,600 | .06 |
| 141 | AMARILLO | 2,500 | .06 |
| 142 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 2,400 | .06 |
| 142 | CHARLOTTESVILLE | 2,400 | .06 |
| 144 | HARRISONBURG | 2,300 | .05 |
| 145 | CORPUS CHRISTI | 2,200 | .05 |
| 146 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 2,100 | .05 |
| 146 | ELMIRA | 2,100 | .05 |
| 146 | LIMA | 2,100 | .05 |
| 149 | BLUEFIELD-BECKLEY-OAK HILL | 2,000 | .05 |
| 150 | ERIE | 1,900 | .04 |
| 151 | FT. SMITH | 1,800 | .04 |
| 151 | ODESSA-MIDLAND | 1,800 | .04 |
| 153 | QUINCY-HANNIBAL | 1,600 | .04 |
| 154 | ARDMORE-ADA | 1,500 | .04 |
| 154 | TERRE HAUTE | 1,500 | .04 |
| 156 | SARASOTA | 1,400 | .03 |
| 156 | SPOKANE | 1,400 | .03 |
| 158 | PALM SPRINGS | 1,300 | .03 |
| 159 | LINCOLN-HASTINGS-KEARNEY | 1,200 | .03 |
| 159 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 1,200 | .03 |
| 161 | PORTLAND-POLAND SPRING | 1,100 | .03 |
| 161 | WHEELING-STEUBENVILLE | 1,100 | .03 |
| 163 | BINGHAMTON | 1,000 | .02 |
| 163 | EL CENTRO-YUMA | 1,000 | .02 |
| 163 | EUREKA | 1,000 | .02 |
| 163 | JONESBORO | 1,000 | .02 |
| 167 | BOWLING GREEN | 900 | .02 |
| 167 | GREEN BAY-APPLETON | 900 | .02 |
| 167 | JOPLIN-PITTSBURG | 900 | .02 |
| 170 | CHICO-REDDING | 800 | .02 |
| 170 | LAFAYETTE, IN | 800 | .02 |
| 170 | MARQUETTE | 800 | .02 |
| 173 | CLARKSBURG-WESTON | 700 | .02 |
| 173 | FARGO | 700 | .02 |
| 173 | SAN ANGELO | 700 | .02 |
| 176 | EUGENE | 600 | .01 |
| 176 | SIOUX CITY | 600 | .01 |
| 176 | VICTORIA | 600 | .01 |
| 179 | BOISE | 500 | .01 |
| 179 | DULUTH-SUPERIOR | 500 | .01 |
| 179 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 500 | .01 |
| 179 | RAPID CITY | 500 | .01 |
| 179 | ST. JOSEPH | 500 | .01 |
| 179 | WAUSAU-RHINELANDER | 500 | .01 |
| 179 | ZANESVILLE | 500 | .01 |
| 186 | CHEYENNE-SCOTTSBLUFF (STERLING) | 400 | .01 |
| 186 | LA CROSSE-EAU CLAIRE | 400 | .01 |
| 186 | MEDFORD | 400 | .01 |
| 186 | SIOUX FALLS-MITCHELL | 400 | .01 |
| 190 | FLAGSTAFF | 300 | .01 |
| 190 | GREAT FALLS | 300 | .01 |
| 190 | PARKERSBURG | 300 | .01 |
| 190 | PRESQUE ISLE | 300 | .01 |
| 194 | BANGOR | 200 | - |
| 194 | GRAND JUNCTION-DURANGO | 200 | - |
| 194 | MANKATO | 200 | - |
| 194 | MCALLEN-BROWNSVILLE: LRGV | 200 | - |
| 194 | ROCHESTER-MASON CITY-AUSTIN | 200 | - |
| 199 | BILLINGS-HARDIN | 100 | - |
| 199 | IDAHO FALLS-POCATELLO | 100 | - |
| 199 | MISSOULA | 100 | - |
| 199 | OTTUMWA-KIRKSVILLE | 100 | - |
| 199 | TWIN FALLS | 100 | - |
| 204 | ALPENA | | |
| 204 | BEND | | |
| 204 | BUTTE | | |
| 204 | CASPER-RIVERTON | | |
| 204 | HELENA | | |
| 204 | LAREDO | | |
| 204 | NORTH PLATTE | | |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC MEN 18-34

US TOTAL 4,100,500

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 976,500 | 23.81 |
| 2 | NEW YORK | 465,600 | 11.35 |
| 3 | SAN FRANCISCO-OAKLAND-SAN JOSE | 182,600 | 4.45 |
| 4 | CHICAGO | 177,300 | 4.32 |
| 5 | HOUSTON | 160,600 | 3.92 |
| 6 | MIAMI-FT. LAUDERDALE | 157,400 | 3.84 |
| 7 | DALLAS-FT. WORTH | 127,900 | 3.12 |
| 8 | SAN ANTONIO | 114,900 | 2.80 |
| 9 | SAN DIEGO | 109,000 | 2.66 |
| 10 | FRESNO-VISALIA | 87,000 | 2.12 |
| 11 | SACRAMENTO-STOCKTON | 79,300 | 1.93 |
| 12 | MCALLEN-BROWNSVILLE: LRGV | 78,600 | 1.92 |
| 13 | PHOENIX | 74,400 | 1.81 |
| 14 | ALBUQUERQUE | 70,900 | 1.73 |
| 15 | EL PASO | 70,800 | 1.73 |
| 16 | WASHINGTON, DC | 55,800 | 1.36 |
| 17 | PHILADELPHIA | 52,400 | 1.28 |
| 18 | DENVER | 47,700 | 1.16 |
| 19 | BOSTON | 46,700 | 1.14 |
| 20 | SALINAS-MONTEREY | 37,300 | .91 |
| 21 | AUSTIN, TX | 37,000 | .90 |
| 22 | CORPUS CHRISTI | 36,600 | .89 |
| 23 | TUCSON | 32,300 | .79 |
| 24 | TAMPA-ST. PETERSBURG | 30,700 | .75 |
| 25 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 28,500 | .70 |
| 26 | BAKERSFIELD | 27,000 | .66 |
| 27 | HARTFORD-NEW HAVEN | 25,100 | .61 |
| 28 | ORLANDO-DAYTONA BEACH-MELBOURNE | 25,000 | .61 |
| 29 | SEATTLE-TACOMA | 22,700 | .55 |
| 30 | PORTLAND, OR | 19,700 | .48 |
| 31 | ODESSA-MIDLAND | 19,000 | .46 |
| 32 | PALM SPRINGS | 18,700 | .46 |
| 33 | ATLANTA | 18,600 | .45 |
| 34 | WACO-TEMPLE-BRYAN | 18,400 | .45 |
| 35 | LAREDO | 17,400 | .42 |
| 35 | LAS VEGAS | 17,400 | .42 |
| 37 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 17,300 | .42 |
| 38 | LUBBOCK | 17,100 | .42 |
| 39 | EL CENTRO-YUMA | 15,800 | .39 |
| 40 | SALT LAKE CITY | 15,700 | .38 |
| 41 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 15,000 | .37 |
| 42 | COLORADO SPRINGS-PUEBLO | 14,900 | .36 |
| 43 | DETROIT | 14,400 | .35 |
| 44 | AMARILLO | 13,300 | .32 |
| 45 | MILWAUKEE | 12,300 | .30 |
| 46 | PROVIDENCE-NEW BEDFORD | 11,100 | .27 |
| 47 | RENO | 10,800 | .26 |
| 48 | WICHITA-HUTCHINSON | 9,900 | .24 |
| 49 | FT. MYERS-NAPLES | 9,600 | .23 |
| 50 | RALEIGH-DURHAM | 9,500 | .23 |
| 51 | OKLAHOMA CITY | 9,100 | .22 |
| 52 | CLEVELAND | 9,000 | .22 |
| 52 | KANSAS CITY | 9,000 | .22 |
| 54 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 8,700 | .21 |
| 55 | NEW ORLEANS | 8,600 | .21 |
| 56 | MINNEAPOLIS-ST. PAUL | 8,200 | .20 |
| 57 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 7,800 | .19 |
| 58 | SPRINGFIELD, MA | 7,600 | .19 |
| 59 | ABILENE-SWEETWATER | 7,000 | .17 |
| 60 | BALTIMORE | 6,700 | .16 |
| 60 | TYLER-LONGVIEW-JACKSONVILLE | 6,700 | .16 |
| 62 | BUFFALO | 6,500 | .16 |
| 63 | TOLEDO | 6,200 | .15 |
| 64 | SPOKANE | 5,900 | .14 |
| 65 | CHICO-REDDING | 5,800 | .14 |
| 65 | JACKSONVILLE | 5,800 | .14 |
| 65 | WICHITA FALLS-LAWTON | 5,800 | .14 |
| 68 | BOISE | 5,600 | .14 |
| 68 | HARRISBURG-YORK-LANCASTER-LEBANON | 5,600 | .14 |
| 70 | GREENVILLE-NEW BERN-WASHINGTON | 5,500 | .13 |
| 71 | ST. LOUIS | 5,400 | .13 |
| 72 | ALBANY-SCHENECTADY-TROY | 5,300 | .13 |
| 73 | SAN ANGELO | 5,200 | .13 |
| 74 | ROCHESTER, NY | 4,800 | .12 |
| 75 | FLINT-SAGINAW-BAY CITY | 4,400 | .11 |
| 75 | SYRACUSE | 4,400 | .11 |
| 77 | IDAHO FALLS-POCATELLO | 4,200 | .10 |
| 78 | INDIANAPOLIS | 4,100 | .10 |
| 78 | SHREVEPORT-TEXARKANA | 4,100 | .10 |
| 80 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,700 | .09 |
| 80 | NASHVILLE | 3,700 | .09 |
| 80 | TULSA | 3,700 | .09 |
| 83 | OMAHA | 3,600 | .09 |
| 84 | CHARLOTTE | 3,500 | .09 |
| 84 | VICTORIA | 3,500 | .09 |
| 86 | LANSING | 3,300 | .08 |
| 86 | SAVANNAH | 3,300 | .08 |
| 88 | TALLAHASSEE-THOMASVILLE | 3,200 | .08 |
| 89 | COLUMBUS, OH | 3,100 | .08 |
| 89 | MOBILE-PENSACOLA | 3,100 | .08 |
| 89 | TOPEKA | 3,100 | .08 |
| 92 | BURLINGTON-PLATTSBURGH | 2,900 | .07 |
| 92 | SOUTH BEND-ELKHART | 2,900 | .07 |
| 94 | MEMPHIS | 2,700 | .07 |
| 95 | BEAUMONT-PORT ARTHUR | 2,600 | .06 |
| 95 | GREENSBORO-WINSTON SALEM-HIGH POINT | 2,600 | .06 |
| 97 | GREENVILLE-SPARTANBURG-ASHEVILLE | 2,500 | .06 |
| 97 | MEDFORD | 2,500 | .06 |
| 99 | ALBANY, GA | 2,400 | .06 |
| 99 | EUGENE | 2,400 | .06 |
| 99 | PITTSBURGH | 2,400 | .06 |
| 99 | SPRINGFIELD-DECATUR-CHAMPAIGN | 2,400 | .06 |
| 103 | RICHMOND | 2,300 | .06 |
| 104 | COLUMBUS, GA | 2,200 | .05 |
| 104 | GAINESVILLE | 2,200 | .05 |

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 104 | GRAND JUNCTION-DURANGO | 2,200 | .05 |
| 104 | LOUISVILLE | 2,200 | .05 |
| 104 | WATERTOWN-CARTHAGE | 2,200 | .05 |
| 104 | WILKES BARRE-SCRANTON | 2,200 | .05 |
| 110 | ROCKFORD | 2,100 | .05 |
| 111 | EUREKA | 2,000 | .05 |
| 111 | MADISON | 2,000 | .05 |
| 111 | SPRINGFIELD, MO | 2,000 | .05 |
| 114 | CHARLESTON, SC | 1,900 | .05 |
| 115 | CHATTANOOGA | 1,800 | .04 |
| 115 | DES MOINES | 1,800 | .04 |
| 115 | FLAGSTAFF | 1,800 | .04 |
| 118 | BATON ROUGE | 1,700 | .04 |
| 118 | CINCINNATI | 1,700 | .04 |
| 118 | COLUMBIA, SC | 1,700 | .04 |
| 118 | ROANOKE-LYNCHBURG | 1,700 | .04 |
| 122 | CHEYENNE-SCOTTSBLUFF (STERLING) | 1,600 | .04 |
| 122 | LINCOLN-HASTINGS-KEARNEY | 1,600 | .04 |
| 122 | LITTLE ROCK | 1,600 | .04 |
| 122 | UTICA | 1,600 | .04 |
| 126 | FT. WAYNE | 1,500 | .04 |
| 126 | GREEN BAY-APPLETON | 1,500 | .04 |
| 126 | PEORIA-BLOOMINGTON | 1,500 | .04 |
| 126 | SIOUX CITY | 1,500 | .04 |
| 130 | ALEXANDRIA, LA | 1,400 | .03 |
| 130 | DAYTON | 1,400 | .03 |
| 132 | AUGUSTA | 1,300 | .03 |
| 132 | FT. SMITH | 1,300 | .03 |
| 134 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,200 | .03 |
| 134 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 1,200 | .03 |
| 134 | PORTLAND-POLAND SPRING | 1,200 | .03 |
| 134 | TWIN FALLS | 1,200 | .03 |
| 138 | BIRMINGHAM | 1,100 | .03 |
| 138 | YOUNGSTOWN | 1,100 | .03 |
| 140 | FARGO | 1,000 | .02 |
| 140 | HUNTSVILLE-DECATUR-FLORENCE | 1,000 | .02 |
| 140 | JOHNSTOWN-ALTOONA | 1,000 | .02 |
| 140 | PANAMA CITY | 1,000 | .02 |
| 140 | SARASOTA | 1,000 | .02 |
| 145 | BILLINGS-HARDIN | 900 | .02 |
| 145 | CHARLESTON-HUNTINGTON | 900 | .02 |
| 145 | ELMIRA | 900 | .02 |
| 145 | LAFAYETTE, LA | 900 | .02 |
| 145 | MACON | 900 | .02 |
| 150 | BINGHAMTON | 800 | .02 |
| 150 | LEXINGTON | 800 | .02 |
| 150 | RAPID CITY | 800 | .02 |
| 153 | BILOXI-GULFPORT-PASCAGOULA | 700 | .02 |
| 153 | ERIE | 700 | .02 |
| 153 | EVANSVILLE | 700 | .02 |
| 153 | MONROE-EL DORADO | 700 | .02 |
| 153 | TRAVERSE CITY-CADILLAC | 700 | .02 |
| 153 | WILMINGTON | 700 | .02 |
| 159 | COLUMBIA-JEFFERSON CITY | 600 | .01 |
| 159 | HARRISONBURG | 600 | .01 |
| 159 | KNOXVILLE | 600 | .01 |
| 159 | LA CROSSE-EAU CLAIRE | 600 | .01 |
| 159 | LAFAYETTE, IN | 600 | .01 |
| 159 | LAKE CHARLES | 600 | .01 |
| 165 | ARDMORE-ADA | 500 | .01 |
| 165 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 500 | .01 |
| 165 | CASPER-RIVERTON | 500 | .01 |
| 165 | DOTHAN | 500 | .01 |
| 165 | FLORENCE-MYRTLE BEACH | 500 | .01 |
| 165 | ROCHESTER-MASON CITY-AUSTIN | 500 | .01 |
| 165 | SALISBURY | 500 | .01 |
| 165 | TERRE HAUTE | 500 | .01 |
| 173 | ANNISTON | 400 | .01 |
| 173 | BANGOR | 400 | .01 |
| 173 | BUTTE | 400 | .01 |
| 173 | JACKSON, MS | 400 | .01 |
| 173 | MISSOULA | 400 | .01 |
| 173 | MONTGOMERY-SELMA | 400 | .01 |
| 173 | QUINCY-HANNIBAL | 400 | .01 |
| 173 | WAUSAU-RHINELANDER | 400 | .01 |
| 181 | CHARLOTTESVILLE | 300 | .01 |
| 181 | DULUTH-SUPERIOR | 300 | .01 |
| 181 | JOPLIN-PITTSBURG | 300 | .01 |
| 181 | LAUREL-HATTIESBURG | 300 | .01 |
| 181 | MARQUETTE | 300 | .01 |
| 181 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 300 | .01 |
| 181 | ST. JOSEPH | 300 | .01 |
| 188 | BEND | 200 | - |
| 188 | BLUEFIELD-BECKLEY-OAK HILL | 200 | - |
| 188 | CLARKSBURG-WESTON | 200 | - |
| 188 | COLUMBUS-TUPELO | 200 | - |
| 188 | GREAT FALLS | 200 | - |
| 188 | HAGERSTOWN | 200 | - |
| 188 | LIMA | 200 | - |
| 188 | NORTH PLATTE | 200 | - |
| 188 | PARKERSBURG | 200 | - |
| 188 | PRESQUE ISLE | 200 | - |
| 188 | SIOUX FALLS-MITCHELL | 200 | - |
| 188 | TUSCALOOSA | 200 | - |
| 200 | ALPENA | 100 | - |
| 200 | BOWLING GREEN | 100 | - |
| 200 | GREENWOOD-GREENVILLE | 100 | - |
| 200 | HELENA | 100 | - |
| 200 | JONESBORO | 100 | - |
| 200 | MANKATO | 100 | - |
| 200 | MERIDIAN | 100 | - |
| 200 | OTTUMWA-KIRKSVILLE | 100 | - |
| 200 | WHEELING-STEUBENVILLE | 100 | - |
| 200 | ZANESVILLE | 100 | - |
| 210 | JACKSON, TN | | |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL MEN 21-49** US TOTAL 54,972,300

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US | ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|---|---|---|---|
| 1 | NEW YORK | 4,119,500 | 7.49 | 106 | MCALLEN-BROWNSVILLE: LRGV | 128,700 | .23 |
| 2 | LOS ANGELES | 3,540,000 | 6.44 | 107 | LINCOLN-HASTINGS-KEARNEY | 125,500 | .23 |
| 3 | CHICAGO | 1,865,400 | 3.39 | 108 | RENO | 122,800 | .22 |
| 4 | PHILADELPHIA | 1,554,000 | 2.83 | 109 | AUGUSTA | 121,800 | .22 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 1,488,100 | 2.71 | 110 | PEORIA-BLOOMINGTON | 120,000 | .22 |
| 6 | BOSTON | 1,328,100 | 2.42 | 111 | FARGO | 118,700 | .22 |
| 7 | WASHINGTON, DC | 1,190,900 | 2.17 | 112 | TALLAHASSEE-THOMASVILLE | 118,300 | .22 |
| 8 | DALLAS-FT. WORTH | 1,140,400 | 2.07 | 113 | FT. MYERS-NAPLES | 118,100 | .21 |
| 9 | DETROIT | 1,025,000 | 1.86 | 114 | SIOUX FALLS-MITCHELL | 113,100 | .21 |
| 10 | HOUSTON | 986,700 | 1.79 | 115 | MONTGOMERY-SELMA | 112,700 | .21 |
| 11 | ATLANTA | 944,600 | 1.72 | 116 | COLUMBUS, GA | 109,100 | .20 |
| 12 | SEATTLE-TACOMA | 847,600 | 1.54 | 117 | BAKERSFIELD | 108,300 | .20 |
| 13 | MINNEAPOLIS-ST. PAUL | 844,500 | 1.54 | 118 | TYLER-LONGVIEW-JACKSONVILLE | 107,900 | .20 |
| 14 | CLEVELAND | 774,400 | 1.41 | 119 | MACON | 107,600 | .20 |
| 15 | MIAMI-FT. LAUDERDALE | 712,200 | 1.30 | 120 | EUGENE | 106,900 | .19 |
| 16 | SACRAMENTO-STOCKTON | 665,700 | 1.21 | 121 | LAFAYETTE, LA | 103,900 | .19 |
| 17 | SAN DIEGO | 654,700 | 1.19 | 122 | CORPUS CHRISTI | 103,000 | .19 |
| 18 | DENVER | 627,400 | 1.14 | 123 | FT. SMITH | 101,900 | .19 |
| 19 | ST. LOUIS | 621,500 | 1.13 | 124 | LA CROSSE-EAU CLAIRE | 98,000 | .18 |
| 20 | PHOENIX | 596,300 | 1.08 | 125 | TRAVERSE CITY-CADILLAC | 97,700 | .18 |
| 21 | BALTIMORE | 596,100 | 1.08 | 126 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 97,500 | .18 |
| 22 | PITTSBURGH | 587,200 | 1.07 | 127 | COLUMBUS-TUPELO | 92,400 | .17 |
| 23 | TAMPA-ST. PETERSBURG | 572,500 | 1.04 | 128 | TOPEKA | 90,900 | .17 |
| 24 | HARTFORD-NEW HAVEN | 561,400 | 1.02 | 129 | WAUSAU-RHINELANDER | 90,300 | .16 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 505,600 | .92 | 130 | MONROE-EL DORADO | 89,100 | .16 |
| 26 | PORTLAND, OR | 492,100 | .90 | 131 | AMARILLO | 88,700 | .16 |
| 27 | INDIANAPOLIS | 490,000 | .89 | 132 | BOISE | 88,000 | .16 |
| 28 | RALEIGH-DURHAM | 457,000 | .83 | 133 | BINGHAMTON | 87,700 | .16 |
| 29 | MILWAUKEE | 445,400 | .81 | 133 | ROCKFORD | 87,700 | .16 |
| 30 | KANSAS CITY | 439,700 | .80 | 135 | CHICO-REDDING | 85,800 | .16 |
| 31 | CHARLOTTE | 438,800 | .80 | 135 | FLORENCE-MYRTLE BEACH | 85,800 | .16 |
| 32 | CINCINNATI | 434,400 | .79 | 137 | WICHITA FALLS-LAWTON | 85,700 | .16 |
| 33 | NASHVILLE | 425,300 | .77 | 138 | DULUTH-SUPERIOR | 84,800 | .15 |
| 34 | COLUMBUS, OH | 423,000 | .77 | 139 | BEAUMONT-PORT ARTHUR | 83,600 | .15 |
| 35 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 410,500 | .75 | 140 | ERIE | 81,800 | .15 |
| 36 | SALT LAKE CITY | 379,900 | .69 | 141 | TERRE HAUTE | 80,800 | .15 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 370,500 | .67 | 142 | COLUMBIA-JEFFERSON CITY | 80,200 | .15 |
| 38 | GREENVILLE-SPARTANBURG-ASHEVILLE | 359,300 | .65 | 143 | WILMINGTON | 79,300 | .14 |
| 39 | SAN ANTONIO | 355,500 | .65 | 144 | LUBBOCK | 79,200 | .14 |
| 40 | NEW ORLEANS | 348,800 | .63 | 145 | ODESSA-MIDLAND | 78,400 | .14 |
| 41 | BUFFALO | 341,800 | .62 | 146 | SIOUX CITY | 77,800 | .14 |
| 42 | MEMPHIS | 338,800 | .62 | 147 | ALBANY, GA | 73,500 | .13 |
| 43 | PROVIDENCE-NEW BEDFORD | 331,700 | .60 | 148 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 72,200 | .13 |
| 44 | HARRISBURG-YORK-LANCASTER-LEBANON | 315,100 | .57 | 149 | BANGOR | 71,100 | .13 |
| 45 | OKLAHOMA CITY | 314,900 | .57 | 150 | WHEELING-STEUBENVILLE | 70,700 | .13 |
| 46 | LOUISVILLE | 313,500 | .57 | 151 | BLUEFIELD-BECKLEY-OAK HILL | 69,700 | .13 |
| 47 | ALBUQUERQUE | 301,900 | .55 | 152 | ROCHESTER-MASON CITY-AUSTIN | 69,500 | .13 |
| 48 | FRESNO-VISALIA | 298,900 | .54 | 153 | JOPLIN-PITTSBURG | 67,300 | .12 |
| 49 | GREENSBORO-WINSTON SALEM-HIGH POINT | 295,700 | .54 | 154 | MEDFORD | 66,100 | .12 |
| 50 | JACKSONVILLE | 288,600 | .52 | 155 | BILOXI-GULFPORT-PASCAGOULA | 64,400 | .12 |
| 51 | ALBANY-SCHENECTADY-TROY | 287,100 | .52 | 156 | IDAHO FALLS-POCATELLO | 64,200 | .12 |
| 52 | DAYTON | 278,900 | .51 | 157 | UTICA | 59,200 | .11 |
| 53 | BIRMINGHAM | 276,800 | .50 | 158 | PALM SPRINGS | 59,000 | .11 |
| 54 | WILKES BARRE-SCRANTON | 272,500 | .50 | 159 | WATERTOWN-CARTHAGE | 57,200 | .10 |
| 55 | RICHMOND | 258,600 | .47 | 160 | ABILENE-SWEETWATER | 55,800 | .10 |
| 56 | CHARLESTON-HUNTINGTON | 252,600 | .46 | 160 | QUINCY-HANNIBAL | 55,800 | .10 |
| 57 | FLINT-SAGINAW-BAY CITY | 252,100 | .46 | 162 | PANAMA CITY | 55,100 | .10 |
| 58 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 251,500 | .46 | 163 | GAINESVILLE | 54,500 | .10 |
| 59 | LITTLE ROCK | 243,200 | .44 | 164 | ALEXANDRIA, LA | 54,400 | .10 |
| 60 | AUSTIN, TX | 242,600 | .44 | 164 | CLARKSBURG-WESTON | 54,400 | .10 |
| 61 | TULSA | 236,400 | .43 | 166 | SALISBURY | 53,400 | .10 |
| 62 | MOBILE-PENSACOLA | 235,200 | .43 | 167 | HARRISONBURG | 53,100 | .10 |
| 63 | KNOXVILLE | 233,600 | .42 | 168 | LAUREL-HATTIESBURG | 51,800 | .09 |
| 64 | TOLEDO | 228,500 | .42 | 169 | DOTHAN | 50,200 | .09 |
| 65 | WICHITA-HUTCHINSON | 228,400 | .42 | 170 | RAPID CITY | 49,300 | .09 |
| 66 | SYRACUSE | 227,300 | .41 | 171 | LAKE CHARLES | 47,600 | .09 |
| 67 | GREEN BAY-APPLETON | 218,000 | .40 | 172 | ELMIRA | 46,600 | .08 |
| 68 | ROANOKE-LYNCHBURG | 216,000 | .39 | 173 | SARASOTA | 45,700 | .08 |
| 69 | ROCHESTER, NY | 211,400 | .38 | 174 | BILLINGS-HARDIN | 45,500 | .08 |
| 70 | PORTLAND-POLAND SPRING | 211,300 | .38 | 175 | EL CENTRO-YUMA | 41,400 | .08 |
| 71 | LEXINGTON | 200,000 | .36 | 176 | GREENWOOD-GREENVILLE | 40,400 | .07 |
| 72 | OMAHA | 198,500 | .36 | 177 | MISSOULA | 39,300 | .07 |
| 73 | DES MOINES | 196,100 | .36 | 178 | JONESBORO | 36,400 | .07 |
| 74 | LAS VEGAS | 194,300 | .35 | 179 | GRAND JUNCTION-DURANGO | 35,900 | .07 |
| 75 | SHREVEPORT-TEXARKANA | 190,200 | .35 | 180 | ARDMORE-ADA | 33,800 | .06 |
| 76 | COLUMBIA, SC | 185,300 | .34 | 181 | GREAT FALLS | 33,700 | .06 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 185,300 | .34 | 182 | MERIDIAN | 33,500 | .06 |
| 78 | TUCSON | 175,500 | .32 | 183 | TUSCALOOSA | 33,200 | .06 |
| 79 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 172,300 | .31 | 184 | EUREKA | 32,700 | .06 |
| 80 | CHATTANOOGA | 172,200 | .31 | 184 | MARQUETTE | 32,700 | .06 |
| 81 | SPOKANE | 171,800 | .31 | 186 | LAFAYETTE, IN | 31,300 | .06 |
| 82 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 169,000 | .31 | 187 | HAGERSTOWN | 29,900 | .05 |
| 83 | JOHNSTOWN-ALTOONA | 168,000 | .31 | 188 | JACKSON, TN | 29,700 | .05 |
| 84 | SOUTH BEND-ELKHART | 166,000 | .30 | 188 | PARKERSBURG | 29,700 | .05 |
| 85 | WACO-TEMPLE-BRYAN | 164,800 | .30 | 190 | BUTTE | 29,400 | .05 |
| 86 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 163,400 | .30 | 191 | SAN ANGELO | 27,600 | .05 |
| 87 | HUNTSVILLE-DECATUR-FLORENCE | 163,200 | .30 | 192 | LAREDO | 27,400 | .05 |
| 88 | SPRINGFIELD, MO | 162,700 | .30 | 193 | BOWLING GREEN | 25,700 | .05 |
| 89 | MADISON | 161,100 | .29 | 193 | CHARLOTTESVILLE | 25,700 | .05 |
| 90 | BATON ROUGE | 159,100 | .29 | 195 | ANNISTON | 24,700 | .04 |
| 91 | EL PASO | 158,700 | .29 | 196 | ST. JOSEPH | 24,200 | .04 |
| 92 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 157,500 | .29 | 197 | CHEYENNE-SCOTTSBLUFF (STERLING) | 23,500 | .04 |
| 93 | SALINAS-MONTEREY | 157,000 | .29 | 198 | LIMA | 23,000 | .04 |
| 94 | GREENVILLE-NEW BERN-WASHINGTON | 155,200 | .28 | 199 | CASPER-RIVERTON | 21,900 | .04 |
| 95 | BURLINGTON-PLATTSBURGH | 154,400 | .28 | 200 | FLAGSTAFF | 21,800 | .04 |
| 96 | JACKSON, MS | 152,400 | .28 | 201 | TWIN FALLS | 19,800 | .04 |
| 97 | CHARLESTON, SC | 149,400 | .27 | 202 | PRESQUE ISLE | 19,200 | .03 |
| 98 | COLORADO SPRINGS-PUEBLO | 147,100 | .27 | 203 | MANKATO | 17,100 | .03 |
| 99 | LANSING | 145,000 | .26 | 204 | OTTUMWA-KIRKSVILLE | 16,900 | .03 |
| 100 | SAVANNAH | 144,100 | .26 | 205 | ZANESVILLE | 16,200 | .03 |
| 101 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 143,700 | .26 | 206 | BEND | 15,500 | .03 |
| 102 | SPRINGFIELD, MA | 143,400 | .26 | 207 | VICTORIA | 15,300 | .03 |
| 103 | EVANSVILLE | 140,400 | .26 | 208 | HELENA | 10,100 | .02 |
| 104 | YOUNGSTOWN | 137,500 | .25 | 209 | NORTH PLATTE | 8,300 | .02 |
| 105 | FT. WAYNE | 133,600 | .24 | 210 | ALPENA | 7,500 | .01 |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK MEN 21-49** US TOTAL 6,122,800

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 644,500 | 10.53 |
| 2 | CHICAGO | 295,400 | 4.82 |
| 3 | LOS ANGELES | 265,200 | 4.33 |
| 4 | WASHINGTON, DC | 258,500 | 4.22 |
| 5 | PHILADELPHIA | 237,900 | 3.89 |
| 6 | ATLANTA | 207,800 | 3.39 |
| 7 | DETROIT | 185,400 | 3.03 |
| 8 | HOUSTON | 156,900 | 2.56 |
| 9 | DALLAS-FT. WORTH | 140,100 | 2.29 |
| 10 | BALTIMORE | 138,600 | 2.26 |
| 11 | MIAMI-FT. LAUDERDALE | 124,000 | 2.03 |
| 12 | RALEIGH-DURHAM | 120,500 | 1.97 |
| 13 | SAN FRANCISCO-OAKLAND-SAN JOSE | 118,600 | 1.94 |
| 14 | MEMPHIS | 108,900 | 1.78 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 104,700 | 1.71 |
| 16 | NEW ORLEANS | 95,200 | 1.55 |
| 17 | CLEVELAND | 87,200 | 1.42 |
| 18 | ST. LOUIS | 81,700 | 1.33 |
| 19 | CHARLOTTE | 73,300 | 1.20 |
| 20 | RICHMOND | 72,400 | 1.18 |
| 21 | COLUMBIA, SC | 64,100 | 1.05 |
| 22 | JACKSON, MS | 60,700 | .99 |
| 23 | BIRMINGHAM | 58,700 | .96 |
| 24 | BOSTON | 58,200 | .95 |
| 25 | TAMPA-ST. PETERSBURG | 51,900 | .85 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 51,300 | .84 |
| 27 | JACKSONVILLE | 50,400 | .82 |
| 28 | ORLANDO-DAYTONA BEACH-MELBOURNE | 49,300 | .81 |
| 29 | GREENVILLE-SPARTANBURG-ASHEVILLE | 48,900 | .80 |
| 30 | BATON ROUGE | 47,900 | .78 |
| 31 | NASHVILLE | 47,700 | .78 |
| 32 | SHREVEPORT-TEXARKANA | 47,500 | .78 |
| 33 | SAN DIEGO | 44,300 | .72 |
| 34 | KANSAS CITY | 43,600 | .71 |
| 35 | MOBILE-PENSACOLA | 43,200 | .71 |
| 36 | CHARLESTON, SC | 42,200 | .69 |
| 37 | HARTFORD-NEW HAVEN | 42,000 | .69 |
| 38 | SAVANNAH | 41,600 | .68 |
| 39 | COLUMBUS, OH | 41,200 | .67 |
| 40 | AUGUSTA | 41,100 | .67 |
| 40 | MONTGOMERY-SELMA | 41,100 | .67 |
| 40 | SACRAMENTO-STOCKTON | 41,100 | .67 |
| 43 | MILWAUKEE | 41,000 | .67 |
| 44 | INDIANAPOLIS | 40,900 | .67 |
| 45 | LITTLE ROCK | 39,100 | .64 |
| 46 | GREENVILLE-NEW BERN-WASHINGTON | 38,400 | .63 |
| 47 | CINCINNATI | 38,000 | .62 |
| 48 | COLUMBUS, GA | 36,200 | .59 |
| 48 | SEATTLE-TACOMA | 36,200 | .59 |
| 50 | MACON | 35,600 | .58 |
| 51 | PITTSBURGH | 33,600 | .55 |
| 52 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 31,600 | .52 |
| 53 | ROANOKE-LYNCHBURG | 30,900 | .50 |
| 54 | TALLAHASSEE-THOMASVILLE | 30,800 | .50 |
| 55 | LOUISVILLE | 28,300 | .46 |
| 56 | BUFFALO | 27,100 | .44 |
| 57 | WACO-TEMPLE-BRYAN | 27,000 | .44 |
| 58 | OKLAHOMA CITY | 25,300 | .41 |
| 59 | FLORENCE-MYRTLE BEACH | 25,200 | .41 |
| 60 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 24,700 | .40 |
| 61 | MONROE-EL DORADO | 24,400 | .40 |
| 62 | DAYTON | 24,300 | .40 |
| 62 | DENVER | 24,300 | .40 |
| 64 | COLUMBUS-TUPELO | 24,200 | .40 |
| 64 | MINNEAPOLIS-ST. PAUL | 24,200 | .40 |
| 66 | LAFAYETTE, LA | 24,000 | .39 |
| 67 | ALBANY, GA | 23,200 | .38 |
| 68 | FLINT-SAGINAW-BAY CITY | 22,500 | .37 |
| 69 | GREENWOOD-GREENVILLE | 21,800 | .36 |
| 70 | SAN ANTONIO | 20,600 | .34 |
| 71 | HUNTSVILLE-DECATUR-FLORENCE | 19,500 | .32 |
| 72 | PHOENIX | 19,100 | .31 |
| 73 | AUSTIN, TX | 18,900 | .31 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 18,600 | .30 |
| 75 | ROCHESTER, NY | 17,900 | .29 |
| 76 | LAS VEGAS | 17,100 | .28 |
| 77 | BEAUMONT-PORT ARTHUR | 17,000 | .28 |
| 78 | WILMINGTON | 16,600 | .27 |
| 79 | TULSA | 15,500 | .25 |
| 80 | TOLEDO | 13,900 | .23 |
| 81 | FRESNO-VISALIA | 13,400 | .22 |
| 82 | ALEXANDRIA, LA | 13,300 | .22 |
| 83 | HARRISBURG-YORK-LANCASTER-LEBANON | 13,100 | .21 |
| 84 | LAUREL-HATTIESBURG | 13,000 | .21 |
| 85 | ALBANY-SCHENECTADY-TROY | 12,800 | .21 |
| 85 | CHATTANOOGA | 12,800 | .21 |
| 87 | SPRINGFIELD-DECATUR-CHAMPAIGN | 12,300 | .20 |
| 88 | LANSING | 12,200 | .20 |
| 89 | BILOXI-GULFPORT-PASCAGOULA | 11,700 | .19 |
| 89 | SYRACUSE | 11,700 | .19 |
| 91 | SALISBURY | 11,300 | .18 |
| 92 | MERIDIAN | 10,900 | .18 |
| 93 | OMAHA | 10,700 | .17 |
| 94 | PORTLAND, OR | 10,600 | .17 |
| 95 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 10,400 | .17 |
| 96 | LEXINGTON | 10,300 | .17 |
| 97 | PROVIDENCE-NEW BEDFORD | 10,100 | .16 |
| 97 | SOUTH BEND-ELKHART | 10,100 | .16 |
| 99 | YOUNGSTOWN | 9,900 | .16 |
| 100 | WICHITA-HUTCHINSON | 9,800 | .16 |
| 101 | COLORADO SPRINGS-PUEBLO | 9,600 | .16 |
| 102 | LAKE CHARLES | 9,400 | .15 |
| 103 | KNOXVILLE | 9,100 | .15 |
| 104 | DOTHAN | 8,900 | .15 |
| 105 | WICHITA FALLS-LAWTON | 8,600 | .14 |
| 106 | SALINAS-MONTEREY | 8,500 | .14 |
| 107 | GAINESVILLE | 7,800 | .13 |
| 108 | PEORIA-BLOOMINGTON | 7,700 | .13 |
| 109 | PANAMA CITY | 7,600 | .12 |
| 110 | FT. MYERS-NAPLES | 7,500 | .12 |
| 111 | TOPEKA | 7,400 | .12 |
| 112 | SPRINGFIELD, MA | 7,300 | .12 |
| 113 | CHARLESTON-HUNTINGTON | 7,100 | .12 |
| 113 | TUSCALOOSA | 7,100 | .12 |
| 115 | TUCSON | 6,900 | .11 |
| 116 | EL PASO | 6,800 | .11 |
| 117 | BAKERSFIELD | 6,400 | .10 |
| 118 | COLUMBIA-JEFFERSON CITY | 6,300 | .10 |
| 119 | ALBUQUERQUE | 6,100 | .10 |
| 120 | FT. WAYNE | 6,000 | .10 |
| 121 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 5,700 | .09 |
| 121 | ROCKFORD | 5,700 | .09 |
| 123 | BURLINGTON-PLATTSBURGH | 5,400 | .09 |
| 123 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 5,400 | .09 |
| 125 | JACKSON, TN | 5,200 | .08 |
| 126 | EVANSVILLE | 5,000 | .08 |
| 127 | WILKES BARRE-SCRANTON | 4,900 | .08 |
| 128 | JOHNSTOWN-ALTOONA | 4,600 | .08 |
| 129 | LUBBOCK | 4,400 | .07 |
| 129 | MADISON | 4,400 | .07 |
| 129 | WATERTOWN-CARTHAGE | 4,400 | .07 |
| 132 | ANNISTON | 4,200 | .07 |
| 132 | HAGERSTOWN | 4,200 | .07 |
| 134 | RENO | 4,100 | .07 |
| 135 | SALT LAKE CITY | 3,800 | .06 |
| 136 | UTICA | 3,700 | .06 |
| 137 | DES MOINES | 3,600 | .06 |
| 138 | BLUEFIELD-BECKLEY-OAK HILL | 3,400 | .06 |
| 138 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 3,400 | .06 |
| 140 | CHARLOTTESVILLE | 3,300 | .05 |
| 140 | CORPUS CHRISTI | 3,300 | .05 |
| 142 | AMARILLO | 3,200 | .05 |
| 142 | HARRISONBURG | 3,200 | .05 |
| 142 | SPRINGFIELD, MO | 3,200 | .05 |
| 142 | TRAVERSE CITY-CADILLAC | 3,200 | .05 |
| 146 | ABILENE-SWEETWATER | 3,100 | .05 |
| 146 | LIMA | 3,100 | .05 |
| 148 | ODESSA-MIDLAND | 2,900 | .05 |
| 149 | ERIE | 2,800 | .05 |
| 150 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 2,500 | .04 |
| 151 | FT. SMITH | 2,300 | .04 |
| 152 | ELMIRA | 2,100 | .03 |
| 152 | TERRE HAUTE | 2,100 | .03 |
| 154 | SARASOTA | 2,000 | .03 |
| 155 | SPOKANE | 1,900 | .03 |
| 156 | ARDMORE-ADA | 1,800 | .03 |
| 156 | PALM SPRINGS | 1,800 | .03 |
| 156 | QUINCY-HANNIBAL | 1,800 | .03 |
| 159 | WHEELING-STEUBENVILLE | 1,700 | .03 |
| 160 | LINCOLN-HASTINGS-KEARNEY | 1,600 | .03 |
| 161 | BOWLING GREEN | 1,500 | .02 |
| 161 | PORTLAND-POLAND SPRING | 1,500 | .02 |
| 161 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 1,500 | .02 |
| 164 | BINGHAMTON | 1,400 | .02 |
| 165 | EL CENTRO-YUMA | 1,200 | .02 |
| 166 | CHICO-REDDING | 1,100 | .02 |
| 166 | EUREKA | 1,100 | .02 |
| 166 | JONESBORO | 1,100 | .02 |
| 169 | EUGENE | 1,000 | .02 |
| 169 | GREEN BAY-APPLETON | 1,000 | .02 |
| 171 | FARGO | 900 | .01 |
| 171 | SAN ANGELO | 900 | .01 |
| 171 | VICTORIA | 900 | .01 |
| 174 | JOPLIN-PITTSBURG | 800 | .01 |
| 174 | MARQUETTE | 800 | .01 |
| 174 | SIOUX CITY | 800 | .01 |
| 177 | CLARKSBURG-WESTON | 700 | .01 |
| 177 | LAFAYETTE, IN | 700 | .01 |
| 177 | ST. JOSEPH | 700 | .01 |
| 177 | WAUSAU-RHINELANDER | 700 | .01 |
| 177 | ZANESVILLE | 700 | .01 |
| 182 | BOISE | 600 | .01 |
| 182 | DULUTH-SUPERIOR | 600 | .01 |
| 182 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 600 | .01 |
| 182 | RAPID CITY | 600 | .01 |
| 182 | ROCHESTER-MASON CITY-AUSTIN | 600 | .01 |
| 182 | SIOUX FALLS-MITCHELL | 600 | .01 |
| 188 | CHEYENNE-SCOTTSBLUFF (STERLING) | 500 | .01 |
| 188 | MEDFORD | 500 | .01 |
| 190 | BANGOR | 400 | .01 |
| 190 | MCALLEN-BROWNSVILLE: LRGV | 400 | .01 |
| 190 | PARKERSBURG | 400 | .01 |
| 190 | PRESQUE ISLE | 400 | .01 |
| 194 | FLAGSTAFF | 300 | - |
| 194 | GRAND JUNCTION-DURANGO | 300 | - |
| 194 | GREAT FALLS | 300 | - |
| 197 | BILLINGS-HARDIN | 200 | - |
| 197 | IDAHO FALLS-POCATELLO | 200 | - |
| 197 | LA CROSSE-EAU CLAIRE | 200 | - |
| 197 | MISSOULA | 200 | - |
| 201 | BEND | 100 | - |
| 201 | BUTTE | 100 | - |
| 201 | CASPER-RIVERTON | 100 | - |
| 201 | HELENA | 100 | - |
| 201 | MANKATO | 100 | - |
| 201 | NORTH PLATTE | 100 | - |
| 201 | TWIN FALLS | 100 | - |
| 208 | ALPENA | | |
| 208 | LAREDO | | |
| 208 | OTTUMWA-KIRKSVILLE | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC MEN 21-49

US TOTAL 5,591,800

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,252,100 | 22.39 |
| 2 | NEW YORK | 686,100 | 12.27 |
| 3 | MIAMI-FT.LAUDERDALE | 251,900 | 4.50 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 246,400 | 4.41 |
| 5 | CHICAGO | 235,800 | 4.22 |
| 6 | HOUSTON | 222,400 | 3.98 |
| 7 | SAN ANTONIO | 168,100 | 3.01 |
| 8 | DALLAS-FT. WORTH | 165,300 | 2.96 |
| 9 | SAN DIEGO | 135,300 | 2.42 |
| 10 | FRESNO-VISALIA | 117,600 | 2.10 |
| 11 | MCALLEN-BROWNSVILLE: LRGV | 112,900 | 2.02 |
| 12 | SACRAMENTO-STOCKTON | 109,500 | 1.96 |
| 13 | ALBUQUERQUE | 108,400 | 1.94 |
| 14 | PHOENIX | 102,500 | 1.83 |
| 15 | EL PASO | 100,700 | 1.80 |
| 16 | WASHINGTON, DC | 74,900 | 1.34 |
| 17 | PHILADELPHIA | 72,000 | 1.29 |
| 18 | DENVER | 69,800 | 1.25 |
| 19 | BOSTON | 61,500 | 1.10 |
| 20 | CORPUS CHRISTI | 55,100 | .99 |
| 21 | AUSTIN, TX | 49,000 | .88 |
| 22 | SALINAS-MONTEREY | 48,500 | .87 |
| 23 | TUCSON | 46,100 | .82 |
| 24 | TAMPA-ST.PETERSBURG | 44,400 | .79 |
| 25 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 36,500 | .65 |
| 26 | BAKERSFIELD | 36,200 | .65 |
| 27 | ORLANDO-DAYTONA BEACH-MELBOURNE | 35,700 | .64 |
| 28 | HARTFORD-NEW HAVEN | 33,500 | .60 |
| 29 | SEATTLE-TACOMA | 30,300 | .54 |
| 30 | ODESSA-MIDLAND | 27,600 | .49 |
| 31 | LAREDO | 25,200 | .45 |
| 31 | PORTLAND, OR | 25,200 | .45 |
| 33 | PALM SPRINGS | 24,800 | .44 |
| 33 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 24,800 | .44 |
| 35 | ATLANTA | 24,400 | .44 |
| 36 | LAS VEGAS | 24,300 | .43 |
| 37 | LUBBOCK | 23,600 | .42 |
| 38 | WACO-TEMPLE-BRYAN | 22,900 | .41 |
| 39 | COLORADO SPRINGS-PUEBLO | 22,400 | .40 |
| 40 | EL CENTRO-YUMA | 22,100 | .40 |
| 41 | SALT LAKE CITY | 21,700 | .39 |
| 42 | DETROIT | 20,900 | .37 |
| 43 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 19,200 | .34 |
| 44 | AMARILLO | 18,500 | .33 |
| 45 | MILWAUKEE | 16,500 | .30 |
| 46 | PROVIDENCE-NEW BEDFORD | 15,000 | .27 |
| 47 | RENO | 14,100 | .25 |
| 48 | NEW ORLEANS | 13,000 | .23 |
| 49 | FT. MYERS-NAPLES | 12,900 | .23 |
| 49 | KANSAS CITY | 12,900 | .23 |
| 51 | CLEVELAND | 12,800 | .23 |
| 51 | WICHITA-HUTCHINSON | 12,800 | .23 |
| 53 | OKLAHOMA CITY | 12,000 | .21 |
| 54 | MINNEAPOLIS-ST. PAUL | 11,600 | .21 |
| 55 | RALEIGH-DURHAM | 10,600 | .19 |
| 56 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 10,500 | .19 |
| 57 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 10,400 | .19 |
| 58 | ABILENE-SWEETWATER | 10,300 | .18 |
| 59 | SPRINGFIELD, MA | 10,000 | .18 |
| 60 | BALTIMORE | 8,800 | .16 |
| 61 | TOLEDO | 8,700 | .16 |
| 62 | BUFFALO | 8,500 | .15 |
| 63 | TYLER-LONGVIEW-JACKSONVILLE | 8,400 | .15 |
| 64 | JACKSONVILLE | 8,100 | .14 |
| 64 | SAN ANGELO | 8,100 | .14 |
| 66 | CHICO-REDDING | 7,700 | .14 |
| 67 | SPOKANE | 7,600 | .14 |
| 68 | HARRISBURG-YORK-LANCASTER-LEBANON | 7,500 | .13 |
| 69 | BOISE | 7,300 | .13 |
| 69 | ST. LOUIS | 7,300 | .13 |
| 69 | WICHITA FALLS-LAWTON | 7,300 | .13 |
| 72 | ALBANY-SCHENECTADY-TROY | 6,900 | .12 |
| 73 | ROCHESTER, NY | 6,700 | .12 |
| 74 | FLINT-SAGINAW-BAY CITY | 6,600 | .12 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 5,600 | .10 |
| 75 | IDAHO FALLS-POCATELLO | 5,600 | .10 |
| 77 | VICTORIA | 5,400 | .10 |
| 78 | INDIANAPOLIS | 5,100 | .09 |
| 78 | SHREVEPORT-TEXARKANA | 5,100 | .09 |
| 80 | GREENVILLE-NEW BERN-WASHINGTON | 4,900 | .09 |
| 81 | SYRACUSE | 4,800 | .09 |
| 82 | CHARLOTTE | 4,700 | .08 |
| 82 | LANSING | 4,700 | .08 |
| 82 | OMAHA | 4,700 | .08 |
| 85 | TULSA | 4,600 | .08 |
| 86 | NASHVILLE | 4,400 | .08 |
| 87 | MOBILE-PENSACOLA | 4,200 | .08 |
| 88 | SAVANNAH | 4,000 | .07 |
| 89 | TALLAHASSEE-THOMASVILLE | 3,900 | .07 |
| 90 | BEAUMONT-PORT ARTHUR | 3,800 | .07 |
| 90 | TOPEKA | 3,800 | .07 |
| 92 | BURLINGTON-PLATTSBURGH | 3,700 | .07 |
| 92 | COLUMBUS, OH | 3,700 | .07 |
| 92 | MEDFORD | 3,700 | .07 |
| 95 | PITTSBURGH | 3,600 | .06 |
| 95 | SOUTH BEND-ELKHART | 3,600 | .06 |
| 97 | GRAND JUNCTION-DURANGO | 3,400 | .06 |
| 98 | GREENVILLE-SPARTANBURG-ASHEVILLE | 3,200 | .06 |
| 99 | EUGENE | 3,100 | .06 |
| 99 | WILKES BARRE-SCRANTON | 3,100 | .06 |
| 101 | GREENSBORO-WINSTON SALEM-HIGH POINT | 3,000 | .05 |
| 101 | MEMPHIS | 3,000 | .05 |
| 101 | ROCKFORD | 3,000 | .05 |
| 104 | RICHMOND | 2,900 | .05 |
| 105 | CHEYENNE-SCOTTSBLUFF (STERLING) | 2,600 | .05 |
| 105 | EUREKA | 2,600 | .05 |
| 107 | ALBANY, GA | 2,500 | .04 |
| 107 | BATON ROUGE | 2,500 | .04 |
| 107 | COLUMBUS, GA | 2,500 | .04 |
| 107 | LOUISVILLE | 2,500 | .04 |
| 111 | MADISON | 2,400 | .04 |
| 111 | SPRINGFIELD-DECATUR-CHAMPAIGN | 2,400 | .04 |
| 111 | WATERTOWN-CARTHAGE | 2,400 | .04 |
| 114 | FLAGSTAFF | 2,300 | .04 |
| 114 | GAINESVILLE | 2,300 | .04 |
| 114 | LITTLE ROCK | 2,300 | .04 |
| 117 | CHARLESTON, SC | 2,200 | .04 |
| 117 | COLUMBIA, SC | 2,200 | .04 |
| 117 | LINCOLN-HASTINGS-KEARNEY | 2,200 | .04 |
| 120 | DES MOINES | 2,100 | .04 |
| 120 | FT. WAYNE | 2,100 | .04 |
| 120 | ROANOKE-LYNCHBURG | 2,100 | .04 |
| 123 | CHATTANOOGA | 2,000 | .04 |
| 123 | CINCINNATI | 2,000 | .04 |
| 123 | DAYTON | 2,000 | .04 |
| 126 | ALEXANDRIA, LA | 1,800 | .03 |
| 126 | GREEN BAY-APPLETON | 1,800 | .03 |
| 126 | PEORIA-BLOOMINGTON | 1,800 | .03 |
| 126 | SIOUX CITY | 1,800 | .03 |
| 126 | SPRINGFIELD, MO | 1,800 | .03 |
| 126 | UTICA | 1,800 | .03 |
| 132 | AUGUSTA | 1,700 | .03 |
| 132 | PORTLAND-POLAND SPRING | 1,700 | .03 |
| 132 | YOUNGSTOWN | 1,700 | .03 |
| 135 | TWIN FALLS | 1,600 | .03 |
| 136 | BIRMINGHAM | 1,500 | .03 |
| 136 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,500 | .03 |
| 136 | PANAMA CITY | 1,500 | .03 |
| 136 | SARASOTA | 1,500 | .03 |
| 140 | FT. SMITH | 1,400 | .03 |
| 140 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 1,400 | .03 |
| 142 | HUNTSVILLE-DECATUR-FLORENCE | 1,200 | .02 |
| 142 | LAFAYETTE, LA | 1,200 | .02 |
| 142 | LAKE CHARLES | 1,200 | .02 |
| 142 | LEXINGTON | 1,200 | .02 |
| 142 | MACON | 1,200 | .02 |
| 147 | BILLINGS-HARDIN | 1,100 | .02 |
| 147 | FARGO | 1,100 | .02 |
| 147 | RAPID CITY | 1,100 | .02 |
| 150 | BINGHAMTON | 1,000 | .02 |
| 150 | JOHNSTOWN-ALTOONA | 1,000 | .02 |
| 150 | KNOXVILLE | 1,000 | .02 |
| 153 | ARDMORE-ADA | 900 | .02 |
| 153 | BILOXI-GULFPORT-PASCAGOULA | 900 | .02 |
| 153 | CHARLESTON-HUNTINGTON | 900 | .02 |
| 153 | COLUMBIA-JEFFERSON CITY | 900 | .02 |
| 157 | CASPER-RIVERTON | 800 | .01 |
| 157 | ELMIRA | 800 | .01 |
| 157 | ROCHESTER-MASON CITY-AUSTIN | 800 | .01 |
| 157 | WAUSAU-RHINELANDER | 800 | .01 |
| 161 | BUTTE | 700 | .01 |
| 161 | DOTHAN | 700 | .01 |
| 161 | ERIE | 700 | .01 |
| 161 | EVANSVILLE | 700 | .01 |
| 161 | HARRISONBURG | 700 | .01 |
| 161 | MONROE-EL DORADO | 700 | .01 |
| 161 | SALISBURY | 700 | .01 |
| 161 | TRAVERSE CITY-CADILLAC | 700 | .01 |
| 169 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 600 | .01 |
| 169 | LA CROSSE-EAU CLAIRE | 600 | .01 |
| 169 | LAFAYETTE, IN | 600 | .01 |
| 169 | MISSOULA | 600 | .01 |
| 169 | TERRE HAUTE | 600 | .01 |
| 169 | WILMINGTON | 600 | .01 |
| 175 | COLUMBUS-TUPELO | 500 | .01 |
| 175 | DULUTH-SUPERIOR | 500 | .01 |
| 175 | JOPLIN-PITTSBURG | 500 | .01 |
| 175 | MONTGOMERY-SELMA | 500 | .01 |
| 179 | ANNISTON | 400 | .01 |
| 179 | CHARLOTTESVILLE | 400 | .01 |
| 179 | CLARKSBURG-WESTON | 400 | .01 |
| 179 | FLORENCE-MYRTLE BEACH | 400 | .01 |
| 179 | GREAT FALLS | 400 | .01 |
| 179 | JACKSON, MS | 400 | .01 |
| 179 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 400 | .01 |
| 179 | QUINCY-HANNIBAL | 400 | .01 |
| 179 | ST. JOSEPH | 400 | .01 |
| 188 | BEND | 300 | .01 |
| 188 | HAGERSTOWN | 300 | .01 |
| 188 | LAUREL-HATTIESBURG | 300 | .01 |
| 188 | LIMA | 300 | .01 |
| 188 | NORTH PLATTE | 300 | .01 |
| 188 | SIOUX FALLS-MITCHELL | 300 | .01 |
| 194 | BANGOR | 200 | - |
| 194 | BLUEFIELD-BECKLEY-OAK HILL | 200 | - |
| 194 | HELENA | 200 | - |
| 194 | JONESBORO | 200 | - |
| 194 | PRESQUE ISLE | 200 | - |
| 194 | TUSCALOOSA | 200 | - |
| 194 | WHEELING-STEUBENVILLE | 200 | - |
| 201 | ALPENA | 100 | - |
| 201 | GREENWOOD-GREENVILLE | 100 | - |
| 201 | JACKSON, TN | 100 | - |
| 201 | MANKATO | 100 | - |
| 201 | MARQUETTE | 100 | - |
| 201 | MERIDIAN | 100 | - |
| 201 | OTTUMWA-KIRKSVILLE | 100 | - |
| 201 | PARKERSBURG | 100 | - |
| 201 | ZANESVILLE | 100 | - |
| 210 | BOWLING GREEN | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL MEN 25-49** US TOTAL 47,212,800

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 3,555,500 | 7.53 |
| 2 | LOS ANGELES | 2,982,000 | 6.32 |
| 3 | CHICAGO | 1,608,400 | 3.41 |
| 4 | PHILADELPHIA | 1,336,600 | 2.83 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 1,296,100 | 2.75 |
| 6 | BOSTON | 1,136,100 | 2.41 |
| 7 | WASHINGTON, DC | 1,0[illegible]3,000 | 2.19 |
| 8 | DALLAS-FT. WORTH | [illegible] 500 | 2.09 |
| 9 | DETROIT | 886,600 | 1.88 |
| 10 | HOUSTON | 860,500 | 1.82 |
| 11 | ATLANTA | 816,800 | 1.73 |
| 12 | SEATTLE-TACOMA | 740,000 | 1.57 |
| 13 | MINNEAPOLIS-ST. PAUL | 734,900 | 1.56 |
| 14 | CLEVELAND | 673,800 | 1.43 |
| 15 | MIAMI-FT. LAUDERDALE | 621,400 | 1.32 |
| 16 | SACRAMENTO-STOCKTON | 576,600 | 1.22 |
| 17 | DENVER | 551,300 | 1.17 |
| 18 | ST. LOUIS | 543,000 | 1.15 |
| 19 | SAN DIEGO | 535,700 | 1.13 |
| 20 | BALTIMORE | 516,900 | 1.09 |
| 21 | PHOENIX | 512,900 | 1.09 |
| 22 | PITTSBURGH | 508,400 | 1.08 |
| 23 | TAMPA-ST. PETERSBURG | 499,800 | 1.06 |
| 24 | HARTFORD-NEW HAVEN | 482,200 | 1.02 |
| 25 | PORTLAND, OR | 435,900 | .92 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 435,800 | .92 |
| 27 | INDIANAPOLIS | 420,800 | .89 |
| 28 | MILWAUKEE | 385,500 | .82 |
| 29 | RALEIGH-DURHAM | 383,100 | .81 |
| 30 | KANSAS CITY | 382,300 | .81 |
| 31 | CHARLOTTE | 378,000 | .80 |
| 32 | CINCINNATI | 374,500 | .79 |
| 33 | NASHVILLE | 363,700 | .77 |
| 34 | COLUMBUS, OH | 359,600 | .76 |
| 35 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 336,400 | .71 |
| 36 | SALT LAKE CITY | 318,800 | .68 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 318,500 | .67 |
| 38 | GREENVILLE-SPARTANBURG-ASHEVILLE | 308,800 | .65 |
| 39 | SAN ANTONIO | 304,300 | .64 |
| 40 | NEW ORLEANS | 301,100 | .64 |
| 41 | BUFFALO | 292,500 | .62 |
| 42 | MEMPHIS | 290,100 | .61 |
| 43 | PROVIDENCE-NEW BEDFORD | 282,300 | .60 |
| 44 | HARRISBURG-YORK-LANCASTER-LEBANON | 273,900 | .58 |
| 45 | LOUISVILLE | 272,000 | .58 |
| 46 | OKLAHOMA CITY | 270,200 | .57 |
| 47 | ALBUQUERQUE | 263,400 | .56 |
| 48 | GREENSBORO-WINSTON SALEM-HIGH POINT | 255,400 | .54 |
| 49 | FRESNO-VISALIA | 252,000 | .53 |
| 50 | JACKSONVILLE | 247,700 | .52 |
| 51 | ALBANY-SCHENECTADY-TROY | 245,400 | .52 |
| 52 | DAYTON | 240,900 | .51 |
| 53 | BIRMINGHAM | 240,400 | .51 |
| 54 | WILKES BARRE-SCRANTON | 235,500 | .50 |
| 55 | RICHMOND | 225,200 | .48 |
| 56 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 222,200 | .47 |
| 57 | CHARLESTON-HUNTINGTON | 219,000 | .46 |
| 58 | FLINT-SAGINAW-BAY CITY | 217,500 | .46 |
| 59 | LITTLE ROCK | 210,200 | .45 |
| 60 | TULSA | 207,500 | .44 |
| 61 | AUSTIN, TX | 203,100 | .43 |
| 62 | MOBILE-PENSACOLA | 201,700 | .43 |
| 63 | KNOXVILLE | 200,700 | .43 |
| 64 | WICHITA-HUTCHINSON | 200,500 | .42 |
| 65 | TOLEDO | 196,300 | .42 |
| 66 | SYRACUSE | 190,200 | .40 |
| 67 | GREEN BAY-APPLETON | 190,100 | .40 |
| 68 | PORTLAND-POLAND SPRING | 184,300 | .39 |
| 69 | ROANOKE-LYNCHBURG | 182,200 | .39 |
| 70 | ROCHESTER, NY | 181,200 | .38 |
| 71 | OMAHA | 173,700 | .37 |
| 72 | LEXINGTON | 169,600 | .36 |
| 73 | LAS VEGAS | 168,400 | .36 |
| 74 | DES MOINES | 168,000 | .36 |
| 75 | SHREVEPORT-TEXARKANA | 165,300 | .35 |
| 76 | COLUMBIA, SC | 158,100 | .33 |
| 77 | SPRINGFIELD-DECATUR-CHAMPAIGN | 156,200 | .33 |
| 78 | CHATTANOOGA | 149,200 | .32 |
| 79 | TUCSON | 148,700 | .31 |
| 80 | SPOKANE | 147,500 | .31 |
| 81 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 145,600 | .31 |
| 82 | SOUTH BEND-ELKHART | 143,500 | .30 |
| 83 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 141,900 | .30 |
| 84 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 141,500 | .30 |
| 85 | HUNTSVILLE-DECATUR-FLORENCE | 141,000 | .30 |
| 86 | JOHNSTOWN-ALTOONA | 140,000 | .30 |
| 87 | SPRINGFIELD, MO | 138,900 | .29 |
| 88 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 138,600 | .29 |
| 89 | MADISON | 136,200 | .29 |
| 90 | BATON ROUGE | 135,100 | .29 |
| 91 | BURLINGTON-PLATTSBURGH | 131,800 | .28 |
| 92 | EL PASO | 131,700 | .28 |
| 93 | JACKSON, MS | 131,500 | .28 |
| 94 | SALINAS-MONTEREY | 131,400 | .28 |
| 95 | COLORADO SPRINGS-PUEBLO | 125,100 | .26 |
| 96 | WACO-TEMPLE-BRYAN | 125,100 | .26 |
| 97 | CHARLESTON, SC | 124,400 | .26 |
| 98 | EVANSVILLE | 122,900 | .26 |
| 99 | SPRINGFIELD, MA | 121,000 | .26 |
| 100 | LANSING | 120,800 | .26 |
| 101 | GREENVILLE-NEW BERN-WASHINGTON | 119,800 | .25 |
| 101 | YOUNGSTOWN | 119,800 | .25 |
| 103 | SAVANNAH | 118,300 | .25 |
| 104 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 117,200 | .25 |
| 105 | FT. WAYNE | 116,600 | .25 |
| 106 | RENO | 108,100 | .23 |
| 107 | MCALLEN-BROWNSVILLE: LRGV | 107,600 | .23 |
| 108 | LINCOLN-HASTINGS-KEARNEY | 107,400 | .23 |
| 109 | AUGUSTA | 104,700 | .22 |
| 110 | FT. MYERS-NAPLES | 103,500 | .22 |
| 111 | PEORIA-BLOOMINGTON | 102,000 | .22 |
| 112 | FARGO | 100,000 | .21 |
| 113 | SIOUX FALLS-MITCHELL | 99,000 | .21 |
| 114 | TALLAHASSEE-THOMASVILLE | 97,400 | .21 |
| 115 | MONTGOMERY-SELMA | 96,500 | .20 |
| 116 | BAKERSFIELD | 93,400 | .20 |
| 117 | MACON | 92,800 | .20 |
| 118 | TYLER-LONGVIEW-JACKSONVILLE | 92,000 | .19 |
| 119 | EUGENE | 90,900 | .19 |
| 120 | LAFAYETTE, LA | 89,300 | .19 |
| 121 | CORPUS CHRISTI | 89,000 | .19 |
| 122 | FT. SMITH | 87,200 | .18 |
| 123 | COLUMBUS, GA | 87,000 | .18 |
| 124 | TRAVERSE CITY-CADILLAC | 84,600 | .18 |
| 125 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 84,100 | .18 |
| 126 | LA CROSSE-EAU CLAIRE | 83,000 | .18 |
| 127 | WAUSAU-RHINELANDER | 78,500 | .17 |
| 128 | COLUMBUS-TUPELO | 77,500 | .16 |
| 129 | ROCKFORD | 77,100 | .16 |
| 130 | AMARILLO | 77,000 | .16 |
| 131 | BOISE | 76,800 | .16 |
| 132 | BINGHAMTON | 76,100 | .16 |
| 133 | DULUTH-SUPERIOR | 74,700 | .16 |
| 134 | MONROE-EL DORADO | 74,500 | .16 |
| 135 | FLORENCE-MYRTLE BEACH | 74,100 | .16 |
| 136 | BEAUMONT-PORT ARTHUR | 73,100 | .15 |
| 137 | TOPEKA | 73,000 | .15 |
| 138 | CHICO-REDDING | 72,600 | .15 |
| 139 | WICHITA FALLS-LAWTON | 71,900 | .15 |
| 140 | ERIE | 69,900 | .15 |
| 141 | TERRE HAUTE | 69,400 | .15 |
| 142 | ODESSA-MIDLAND | 68,800 | .15 |
| 143 | WILMINGTON | 68,400 | .14 |
| 144 | SIOUX CITY | 67,300 | .14 |
| 145 | COLUMBIA-JEFFERSON CITY | 66,600 | .14 |
| 146 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 64,600 | .14 |
| 147 | LUBBOCK | 64,300 | .14 |
| 148 | ALBANY, GA | 62,700 | .13 |
| 149 | WHEELING-STEUBENVILLE | 62,200 | .13 |
| 150 | ROCHESTER-MASON CITY-AUSTIN | 62,000 | .13 |
| 151 | BANGOR | 61,500 | .13 |
| 152 | BLUEFIELD-BECKLEY-OAK HILL | 61,400 | .13 |
| 153 | MEDFORD | 58,900 | .12 |
| 154 | JOPLIN-PITTSBURG | 58,200 | .12 |
| 155 | BILOXI-GULFPORT-PASCAGOULA | 55,200 | .12 |
| 156 | IDAHO FALLS-POCATELLO | 55,100 | .12 |
| 157 | PALM SPRINGS | 50,400 | .11 |
| 158 | UTICA | 49,900 | .11 |
| 159 | PANAMA CITY | 48,000 | .10 |
| 160 | ABILENE-SWEETWATER | 47,900 | .10 |
| 161 | QUINCY-HANNIBAL | 47,400 | .10 |
| 162 | CLARKSBURG-WESTON | 47,300 | .10 |
| 163 | SALISBURY | 46,200 | .10 |
| 164 | WATERTOWN-CARTHAGE | 46,000 | .10 |
| 165 | HARRISONBURG | 44,800 | .09 |
| 166 | ALEXANDRIA, LA | 43,600 | .09 |
| 167 | LAUREL-HATTIESBURG | 43,300 | .09 |
| 168 | RAPID CITY | 43,200 | .09 |
| 169 | DOTHAN | 42,900 | .09 |
| 170 | GAINESVILLE | 41,900 | .09 |
| 171 | LAKE CHARLES | 41,200 | .09 |
| 172 | BILLINGS-HARDIN | 40,600 | .09 |
| 172 | SARASOTA | 40,600 | .09 |
| 174 | ELMIRA | 40,400 | .09 |
| 175 | MISSOULA | 34,700 | .07 |
| 176 | EL CENTRO-YUMA | 34,600 | .07 |
| 177 | GREENWOOD-GREENVILLE | 33,900 | .07 |
| 178 | GRAND JUNCTION-DURANGO | 31,700 | .07 |
| 179 | JONESBORO | 31,100 | .07 |
| 180 | GREAT FALLS | 30,000 | .06 |
| 181 | ARDMORE-ADA | 29,300 | .06 |
| 182 | MERIDIAN | 28,700 | .06 |
| 183 | EUREKA | 28,000 | .06 |
| 184 | MARQUETTE | 26,800 | .06 |
| 185 | TUSCALOOSA | 26,400 | .06 |
| 186 | PARKERSBURG | 26,000 | .06 |
| 187 | JACKSON, TN | 25,800 | .05 |
| 188 | HAGERSTOWN | 25,400 | .05 |
| 189 | BUTTE | 24,800 | .05 |
| 190 | SAN ANGELO | 23,500 | .05 |
| 191 | LAREDO | 22,800 | .05 |
| 192 | LAFAYETTE, IN | 22,000 | .05 |
| 193 | BOWLING GREEN | 21,600 | .05 |
| 194 | ANNISTON | 20,800 | .04 |
| 195 | CHEYENNE-SCOTTSBLUFF (STERLING) | 20,600 | .04 |
| 196 | CHARLOTTESVILLE | 20,400 | .04 |
| 197 | ST. JOSEPH | 20,200 | .04 |
| 198 | CASPER-RIVERTON | 19,900 | .04 |
| 198 | LIMA | 19,900 | .04 |
| 200 | TWIN FALLS | 17,600 | .04 |
| 201 | FLAGSTAFF | 17,500 | .04 |
| 202 | PRESQUE ISLE | 16,500 | .03 |
| 203 | OTTUMWA-KIRKSVILLE | 14,500 | .03 |
| 204 | BEND | 14,100 | .03 |
| 205 | ZANESVILLE | 14,000 | .03 |
| 206 | VICTORIA | 13,600 | .03 |
| 207 | MANKATO | 13,100 | .03 |
| 208 | HELENA | 9,200 | .02 |
| 209 | NORTH PLATTE | 7,600 | .02 |
| 210 | ALPENA | 6,700 | .01 |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK MEN 25-49** US TOTAL 5,114,500

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 540,800 | 10.57 |
| 2 | CHICAGO | 249,400 | 4.88 |
| 3 | LOS ANGELES | 222,500 | 4.35 |
| 4 | WASHINGTON, DC | 220,600 | 4.31 |
| 5 | PHILADELPHIA | 198,400 | 3.88 |
| 6 | ATLANTA | 175,300 | 3.43 |
| 7 | DETROIT | 156,900 | 3.07 |
| 8 | HOUSTON | 133,800 | 2.62 |
| 9 | DALLAS-FT. WORTH | 117,800 | 2.30 |
| 10 | BALTIMORE | 117,500 | 2.30 |
| 11 | MIAMI-FT. LAUDERDALE | 106,500 | 2.08 |
| 12 | SAN FRANCISCO-OAKLAND-SAN JOSE | 100,700 | 1.97 |
| 13 | RALEIGH-DURHAM | 100,000 | 1.96 |
| 14 | MEMPHIS | 90,900 | 1.78 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 83,400 | 1.63 |
| 16 | NEW ORLEANS | 79,400 | 1.55 |
| 17 | CLEVELAND | 74,600 | 1.46 |
| 18 | ST. LOUIS | 68,400 | 1.34 |
| 19 | RICHMOND | 61,800 | 1.21 |
| 20 | CHARLOTTE | 61,400 | 1.20 |
| 21 | COLUMBIA, SC | 53,500 | 1.05 |
| 22 | JACKSON, MS | 50,200 | .98 |
| 23 | BIRMINGHAM | 50,100 | .98 |
| 24 | BOSTON | 48,200 | .94 |
| 25 | TAMPA-ST. PETERSBURG | 44,400 | .87 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 42,500 | .83 |
| 27 | JACKSONVILLE | 42,100 | .82 |
| 28 | ORLANDO-DAYTONA BEACH-MELBOURNE | 41,100 | .80 |
| 29 | GREENVILLE-SPARTANBURG-ASHEVILLE | 40,800 | .80 |
| 30 | BATON ROUGE | 40,100 | .78 |
| 31 | SHREVEPORT-TEXARKANA | 40,000 | .78 |
| 32 | NASHVILLE | 39,300 | .77 |
| 33 | KANSAS CITY | 37,100 | .73 |
| 34 | MOBILE-PENSACOLA | 36,500 | .71 |
| 35 | CHARLESTON, SC | 35,100 | .69 |
| 36 | COLUMBUS, OH | 34,400 | .67 |
| 36 | HARTFORD-NEW HAVEN | 34,400 | .67 |
| 38 | INDIANAPOLIS | 34,200 | .67 |
| 38 | MILWAUKEE | 34,200 | .67 |
| 40 | AUGUSTA | 34,000 | .66 |
| 40 | SACRAMENTO-STOCKTON | 34,000 | .66 |
| 42 | MONTGOMERY-SELMA | 33,800 | .66 |
| 43 | SAVANNAH | 33,700 | .66 |
| 44 | SAN DIEGO | 33,300 | .65 |
| 45 | LITTLE ROCK | 32,400 | .63 |
| 46 | CINCINNATI | 32,200 | .63 |
| 47 | MACON | 30,500 | .60 |
| 48 | GREENVILLE-NEW BERN-WASHINGTON | 30,300 | .59 |
| 49 | SEATTLE-TACOMA | 29,900 | .58 |
| 50 | COLUMBUS, GA | 29,800 | .58 |
| 51 | PITTSBURGH | 28,200 | .55 |
| 52 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 27,100 | .53 |
| 53 | ROANOKE-LYNCHBURG | 26,100 | .51 |
| 54 | TALLAHASSEE-THOMASVILLE | 24,900 | .49 |
| 55 | LOUISVILLE | 23,900 | .47 |
| 56 | BUFFALO | 22,300 | .44 |
| 57 | FLORENCE-MYRTLE BEACH | 21,200 | .41 |
| 57 | OKLAHOMA CITY | 21,200 | .41 |
| 59 | DENVER | 21,000 | .41 |
| 60 | MINNEAPOLIS-ST. PAUL | 20,500 | .40 |
| 61 | DAYTON | 20,300 | .40 |
| 62 | WACO-TEMPLE-BRYAN | 20,100 | .39 |
| 63 | LAFAYETTE, LA | 19,900 | .39 |
| 64 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 19,800 | .39 |
| 65 | COLUMBUS-TUPELO | 19,700 | .39 |
| 66 | MONROE-EL DORADO | 19,500 | .38 |
| 67 | ALBANY, GA | 19,200 | .38 |
| 68 | FLINT-SAGINAW-BAY CITY | 19,000 | .37 |
| 69 | GREENWOOD-GREENVILLE | 17,600 | .34 |
| 70 | SAN ANTONIO | 17,300 | .34 |
| 71 | PHOENIX | 16,000 | .31 |
| 72 | HUNTSVILLE-DECATUR-FLORENCE | 15,900 | .31 |
| 73 | AUSTIN, TX | 15,700 | .31 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 15,400 | .30 |
| 75 | ROCHESTER, NY | 14,900 | .29 |
| 76 | BEAUMONT-PORT ARTHUR | 14,400 | .28 |
| 77 | LAS VEGAS | 14,300 | .28 |
| 77 | WILMINGTON | 14,300 | .28 |
| 79 | TULSA | 13,200 | .26 |
| 80 | TOLEDO | 11,600 | .23 |
| 81 | HARRISBURG-YORK-LANCASTER-LEBANON | 11,100 | .22 |
| 82 | FRESNO-VISALIA | 10,800 | .21 |
| 83 | CHATTANOOGA | 10,700 | .21 |
| 84 | LAUREL-HATTIESBURG | 10,600 | .21 |
| 85 | ALEXANDRIA, LA | 10,500 | .21 |
| 86 | ALBANY-SCHENECTADY-TROY | 10,100 | .20 |
| 86 | LANSING | 10,100 | .20 |
| 88 | SPRINGFIELD-DECATUR-CHAMPAIGN | 10,000 | .20 |
| 89 | BILOXI-GULFPORT-PASCAGOULA | 9,700 | .19 |
| 90 | SALISBURY | 9,400 | .18 |
| 91 | MERIDIAN | 9,300 | .18 |
| 91 | SYRACUSE | 9,300 | .18 |
| 93 | PORTLAND, OR | 9,100 | .18 |
| 94 | OMAHA | 8,900 | .17 |
| 95 | LEXINGTON | 8,800 | .17 |
| 96 | YOUNGSTOWN | 8,500 | .17 |
| 97 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 8,400 | .16 |
| 97 | SOUTH BEND-ELKHART | 8,400 | .16 |
| 99 | PROVIDENCE-NEW BEDFORD | 8,200 | .16 |
| 100 | LAKE CHARLES | 8,000 | .16 |
| 100 | WICHITA-HUTCHINSON | 8,000 | .16 |
| 102 | DOTHAN | 7,400 | .14 |
| 103 | COLORADO SPRINGS-PUEBLO | 7,300 | .14 |
| 104 | KNOXVILLE | 7,200 | .14 |
| 105 | SALINAS-MONTEREY | 6,500 | .13 |
| 105 | WICHITA FALLS-LAWTON | 6,500 | .13 |
| 107 | FT. MYERS-NAPLES | 6,300 | .12 |
| 108 | GAINESVILLE | 6,200 | .12 |
| 108 | PANAMA CITY | 6,200 | .12 |
| 108 | PEORIA-BLOOMINGTON | 6,200 | .12 |
| 111 | SPRINGFIELD, MA | 5,900 | .12 |
| 112 | TUSCALOOSA | 5,800 | .11 |
| 113 | CHARLESTON-HUNTINGTON | 5,700 | .11 |
| 114 | TUCSON | 5,600 | .11 |
| 115 | TOPEKA | 5,400 | .11 |
| 116 | BAKERSFIELD | 5,300 | .10 |
| 117 | EL PASO | 5,200 | .10 |
| 117 | FT. WAYNE | 5,200 | .10 |
| 119 | ALBUQUERQUE | 5,100 | .10 |
| 119 | COLUMBIA-JEFFERSON CITY | 5,100 | .10 |
| 121 | ROCKFORD | 4,900 | .10 |
| 122 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 4,600 | .09 |
| 123 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 4,500 | .09 |
| 124 | JACKSON, TN | 4,400 | .09 |
| 125 | BURLINGTON-PLATTSBURGH | 4,300 | .08 |
| 125 | EVANSVILLE | 4,300 | .08 |
| 125 | WILKES BARRE-SCRANTON | 4,300 | .08 |
| 128 | MADISON | 3,700 | .07 |
| 129 | JOHNSTOWN-ALTOONA | 3,600 | .07 |
| 130 | ANNISTON | 3,500 | .07 |
| 130 | LUBBOCK | 3,500 | .07 |
| 132 | RENO | 3,400 | .07 |
| 133 | HAGERSTOWN | 3,200 | .06 |
| 134 | BLUEFIELD-BECKLEY-OAK HILL | 3,000 | .06 |
| 134 | DES MOINES | 3,000 | .06 |
| 134 | SALT LAKE CITY | 3,000 | .06 |
| 134 | WATERTOWN-CARTHAGE | 3,000 | .06 |
| 138 | UTICA | 2,900 | .06 |
| 139 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 2,700 | .05 |
| 139 | CHARLOTTESVILLE | 2,700 | .05 |
| 139 | CORPUS CHRISTI | 2,700 | .05 |
| 139 | LIMA | 2,700 | .05 |
| 143 | ABILENE-SWEETWATER | 2,600 | .05 |
| 144 | AMARILLO | 2,500 | .05 |
| 144 | HARRISONBURG | 2,500 | .05 |
| 144 | ODESSA-MIDLAND | 2,500 | .05 |
| -147 | SPRINGFIELD, MO | 2,400 | .05 |
| 147 | TRAVERSE CITY-CADILLAC | 2,400 | .05 |
| 149 | ERIE | 2,300 | .04 |
| 150 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 2,100 | .04 |
| 151 | FT. SMITH | 1,800 | .04 |
| 152 | SARASOTA | 1,700 | .03 |
| 152 | TERRE HAUTE | 1,700 | .03 |
| 154 | ELMIRA | 1,500 | .03 |
| 154 | PALM SPRINGS | 1,500 | .03 |
| 154 | QUINCY-HANNIBAL | 1,500 | .03 |
| 154 | WHEELING-STEUBENVILLE | 1,500 | .03 |
| 158 | ARDMORE-ADA | 1,400 | .03 |
| 158 | SPOKANE | 1,400 | .03 |
| 160 | BOWLING GREEN | 1,300 | .03 |
| 161 | BINGHAMTON | 1,200 | .02 |
| 161 | LINCOLN-HASTINGS-KEARNEY | 1,200 | .02 |
| 161 | PORTLAND-POLAND SPRING | 1,200 | .02 |
| 161 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 1,200 | .02 |
| 165 | CHICO-REDDING | 900 | .02 |
| 165 | EL CENTRO-YUMA | 900 | .02 |
| 167 | EUGENE | 800 | .02 |
| 167 | EUREKA | 800 | .02 |
| 167 | JONESBORO | 800 | .02 |
| 170 | FARGO | 700 | .01 |
| 170 | GREEN BAY-APPLETON | 700 | .01 |
| 170 | JOPLIN-PITTSBURG | 700 | .01 |
| 170 | SAN ANGELO | 700 | .01 |
| 170 | SIOUX CITY | 700 | .01 |
| 170 | VICTORIA | 700 | .01 |
| 176 | MARQUETTE | 600 | .01 |
| 176 | SIOUX FALLS-MITCHELL | 600 | .01 |
| 176 | WAUSAU-RHINELANDER | 600 | .01 |
| 176 | ZANESVILLE | 600 | .01 |
| 180 | BOISE | 500 | .01 |
| 180 | CLARKSBURG-WESTON | 500 | .01 |
| 180 | DULUTH-SUPERIOR | 500 | .01 |
| 180 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 500 | .01 |
| 180 | ROCHESTER-MASON CITY-AUSTIN | 500 | .01 |
| 180 | ST. JOSEPH | 500 | .01 |
| 186 | BANGOR | 400 | .01 |
| 186 | CHEYENNE-SCOTTSBLUFF (STERLING) | 400 | .01 |
| 186 | LAFAYETTE, IN | 400 | .01 |
| 186 | MEDFORD | 400 | .01 |
| 186 | RAPID CITY | 400 | .01 |
| 191 | GRAND JUNCTION-DURANGO | 300 | .01 |
| 191 | PARKERSBURG | 300 | .01 |
| 191 | PRESQUE ISLE | 300 | .01 |
| 194 | FLAGSTAFF | 200 | - |
| 194 | GREAT FALLS | 200 | - |
| 194 | IDAHO FALLS-POCATELLO | 200 | - |
| 194 | MCALLEN-BROWNSVILLE: LRGV | 200 | - |
| 198 | BEND | 100 | - |
| 198 | BILLINGS-HARDIN | 100 | - |
| 198 | BUTTE | 100 | - |
| 198 | CASPER-RIVERTON | 100 | - |
| 198 | HELENA | 100 | - |
| 198 | LA CROSSE-EAU CLAIRE | 100 | - |
| 198 | MANKATO | 100 | - |
| 198 | MISSOULA | 100 | - |
| 198 | NORTH PLATTE | 100 | - |
| 198 | TWIN FALLS | 100 | - |
| 208 | ALPENA | | |
| 208 | LAREDO | | |
| 208 | OTTUMWA-KIRKSVILLE | | |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC MEN 25-49

US TOTAL 4,583,500

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 994,800 | 21.70 |
| 2 | NEW YORK | 577,900 | 12.61 |
| 3 | MIAMI-FT. LAUDERDALE | 218,400 | 4.76 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 201,200 | 4.39 |
| 5 | CHICAGO | 192,000 | 4.19 |
| 6 | HOUSTON | 185,300 | 4.04 |
| 7 | SAN ANTONIO | 142,100 | 3.10 |
| 8 | DALLAS-FT. WORTH | 132,800 | 2.90 |
| 9 | SAN DIEGO | 106,600 | 2.33 |
| 10 | FRESNO-VISALIA | 95,800 | 2.09 |
| 11 | MCALLEN-BROWNSVILLE: LRGV | 94,700 | 2.07 |
| 12 | ALBUQUERQUE | 93,400 | 2.04 |
| 13 | SACRAMENTO-STOCKTON | 90,400 | 1.97 |
| 14 | EL PASO | 84,600 | 1.85 |
| 14 | PHOENIX | 84,600 | 1.85 |
| 16 | WASHINGTON, DC | 61,100 | 1.33 |
| 17 | DENVER | 59,400 | 1.30 |
| 18 | PHILADELPHIA | 59,000 | 1.29 |
| 19 | BOSTON | 50,200 | 1.10 |
| 20 | CORPUS CHRISTI | 47,200 | 1.03 |
| 21 | AUSTIN, TX | 39,700 | .87 |
| 22 | SALINAS-MONTEREY | 39,000 | .85 |
| 23 | TUCSON | 38,700 | .84 |
| 24 | TAMPA-ST. PETERSBURG | 37,000 | .81 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 29,900 | .65 |
| 26 | BAKERSFIELD | 29,800 | .65 |
| 27 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 28,900 | .63 |
| 28 | HARTFORD-NEW HAVEN | 27,300 | .60 |
| 29 | SEATTLE-TACOMA | 24,600 | .54 |
| 30 | ODESSA-MIDLAND | 23,100 | .50 |
| 31 | LAREDO | 21,100 | .46 |
| 32 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 20,800 | .45 |
| 33 | PORTLAND, OR | 20,300 | .44 |
| 34 | PALM SPRINGS | 20,200 | .44 |
| 35 | LAS VEGAS | 20,100 | .44 |
| 36 | LUBBOCK | 19,300 | .42 |
| 37 | COLORADO SPRINGS-PUEBLO | 19,200 | .42 |
| 38 | ATLANTA | 18,900 | .41 |
| 39 | EL CENTRO-YUMA | 18,500 | .40 |
| 40 | SALT LAKE CITY | 18,100 | .39 |
| 41 | WACO-TEMPLE-BRYAN | 17,800 | .39 |
| 42 | DETROIT | 17,700 | .39 |
| 43 | AMARILLO | 15,500 | .34 |
| 44 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 15,300 | .33 |
| 45 | MILWAUKEE | 13,900 | .30 |
| 46 | PROVIDENCE-NEW BEDFORD | 12,200 | .27 |
| 47 | RENO | 11,300 | .25 |
| 48 | NEW ORLEANS | 11,200 | .24 |
| 49 | CLEVELAND | 10,900 | .24 |
| 50 | KANSAS CITY | 10,700 | .23 |
| 51 | FT. MYERS-NAPLES | 10,500 | .23 |
| 52 | WICHITA-HUTCHINSON | 10,300 | .22 |
| 53 | MINNEAPOLIS-ST. PAUL | 9,600 | .21 |
| 54 | OKLAHOMA CITY | 9,500 | .21 |
| 55 | ABILENE-SWEETWATER | 8,700 | .19 |
| 56 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 8,500 | .19 |
| 57 | SPRINGFIELD, MA | 8,200 | .18 |
| 58 | RALEIGH-DURHAM | 8,000 | .17 |
| 59 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 7,700 | .17 |
| 60 | BALTIMORE | 7,200 | .16 |
| 60 | TOLEDO | 7,200 | .16 |
| 62 | BUFFALO | 6,800 | .15 |
| 62 | TYLER-LONGVIEW-JACKSONVILLE | 6,800 | .15 |
| 64 | SAN ANGELO | 6,700 | .15 |
| 65 | JACKSONVILLE | 6,500 | .14 |
| 66 | CHICO-REDDING | 6,300 | .14 |
| 67 | HARRISBURG-YORK-LANCASTER-LEBANON | 6,200 | .14 |
| 67 | SPOKANE | 6,200 | .14 |
| 69 | ST. LOUIS | 6,000 | .13 |
| 69 | WICHITA FALLS-LAWTON | 6,000 | .13 |
| 71 | BOISE | 5,800 | .13 |
| 72 | FLINT-SAGINAW-BAY CITY | 5,600 | .12 |
| 72 | ROCHESTER, NY | 5,600 | .12 |
| 74 | ALBANY-SCHENECTADY-TROY | 5,500 | .12 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 4,700 | .10 |
| 76 | IDAHO FALLS-POCATELLO | 4,600 | .10 |
| 76 | VICTORIA | 4,600 | .10 |
| 78 | SHREVEPORT-TEXARKANA | 4,100 | .09 |
| 79 | TULSA | 3,900 | .09 |
| 80 | INDIANAPOLIS | 3,800 | .08 |
| 80 | LANSING | 3,800 | .08 |
| 80 | OMAHA | 3,800 | .08 |
| 80 | SYRACUSE | 3,800 | .08 |
| 84 | CHARLOTTE | 3,700 | .08 |
| 85 | MOBILE-PENSACOLA | 3,400 | .07 |
| 85 | NASHVILLE | 3,400 | .07 |
| 87 | BEAUMONT-PORT ARTHUR | 3,200 | .07 |
| 87 | PITTSBURGH | 3,200 | .07 |
| 89 | BURLINGTON-PLATTSBURGH | 3,100 | .07 |
| 89 | MEDFORD | 3,100 | .07 |
| 89 | TOPEKA | 3,100 | .07 |
| 92 | SAVANNAH | 3,000 | .07 |
| 93 | COLUMBUS, OH | 2,900 | .06 |
| 93 | GRAND JUNCTION-DURANGO | 2,900 | .06 |
| 93 | SOUTH BEND-ELKHART | 2,900 | .06 |
| 93 | TALLAHASSEE-THOMASVILLE | 2,900 | .06 |
| 97 | GREENVILLE-NEW BERN-WASHINGTON | 2,700 | .06 |
| 98 | ROCKFORD | 2,600 | .06 |
| 98 | WILKES BARRE-SCRANTON | 2,600 | .06 |
| 100 | GREENVILLE-SPARTANBURG-ASHEVILLE | 2,500 | .05 |
| 100 | RICHMOND | 2,500 | .05 |
| 102 | GREENSBORO-WINSTON SALEM-HIGH POINT | 2,400 | .05 |
| 103 | EUGENE | 2,300 | .05 |
| 103 | MEMPHIS | 2,300 | .05 |
| 105 | CHEYENNE-SCOTTSBLUFF (STERLING) | 2,200 | .05 |
| 106 | BATON ROUGE | 2,100 | .05 |
| 107 | EUREKA | 2,000 | .04 |
| 107 | SPRINGFIELD-DECATUR-CHAMPAIGN | 2,000 | .04 |
| 109 | COLUMBIA, SC | 1,900 | .04 |
| 109 | LINCOLN-HASTINGS-KEARNEY | 1,900 | .04 |
| 109 | LITTLE ROCK | 1,900 | .04 |
| 109 | LOUISVILLE | 1,900 | .04 |
| 113 | ALBANY, GA | 1,800 | .04 |
| 113 | COLUMBUS, GA | 1,800 | .04 |
| 113 | FLAGSTAFF | 1,800 | .04 |
| 113 | FT. WAYNE | 1,800 | .04 |
| 113 | MADISON | 1,800 | .04 |
| 113 | WATERTOWN-CARTHAGE | 1,800 | .04 |
| 119 | CHARLESTON, SC | 1,600 | .03 |
| 119 | DAYTON | 1,600 | .03 |
| 119 | DES MOINES | 1,600 | .03 |
| 122 | CINCINNATI | 1,500 | .03 |
| 122 | GAINESVILLE | 1,500 | .03 |
| 122 | TWIN FALLS | 1,500 | .03 |
| 122 | UTICA | 1,500 | .03 |
| 122 | YOUNGSTOWN | 1,500 | .03 |
| 127 | CHATTANOOGA | 1,400 | .03 |
| 127 | GREEN BAY-APPLETON | 1,400 | .03 |
| 129 | ALEXANDRIA, LA | 1,300 | .03 |
| 129 | AUGUSTA | 1,300 | .03 |
| 129 | PORTLAND-POLAND SPRING | 1,300 | .03 |
| 129 | SIOUX CITY | 1,300 | .03 |
| 133 | BIRMINGHAM | 1,200 | .03 |
| 133 | FT. SMITH | 1,200 | .03 |
| 133 | MACON | 1,200 | .03 |
| 133 | PANAMA CITY | 1,200 | .03 |
| 133 | PEORIA-BLOOMINGTON | 1,200 | .03 |
| 133 | SARASOTA | 1,200 | .03 |
| 133 | SPRINGFIELD, MO | 1,200 | .03 |
| 140 | HUNTSVILLE-DECATUR-FLORENCE | 1,100 | .02 |
| 140 | LAFAYETTE, LA | 1,100 | .02 |
| 140 | ROANOKE-LYNCHBURG | 1,100 | .02 |
| 143 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,000 | .02 |
| 143 | FARGO | 1,000 | .02 |
| 143 | LAKE CHARLES | 1,000 | .02 |
| 143 | LEXINGTON | 1,000 | .02 |
| 147 | BINGHAMTON | 900 | .02 |
| 147 | CHARLESTON-HUNTINGTON | 900 | .02 |
| 147 | RAPID CITY | 900 | .02 |
| 150 | BILLINGS-HARDIN | 800 | .02 |
| 150 | BILOXI-GULFPORT-PASCAGOULA | 800 | .02 |
| 150 | JOHNSTOWN-ALTOONA | 800 | .02 |
| 150 | KNOXVILLE | 800 | .02 |
| 150 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 800 | .02 |
| 150 | ROCHESTER-MASON CITY-AUSTIN | 800 | .02 |
| 156 | ARDMORE-ADA | 700 | .02 |
| 156 | CASPER-RIVERTON | 700 | .02 |
| 156 | DOTHAN | 700 | .02 |
| 159 | BUTTE | 600 | .01 |
| 159 | COLUMBIA-JEFFERSON CITY | 600 | .01 |
| 159 | ELMIRA | 600 | .01 |
| 159 | ERIE | 600 | .01 |
| 159 | EVANSVILLE | 600 | .01 |
| 164 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 500 | .01 |
| 164 | COLUMBUS-TUPELO | 500 | .01 |
| 164 | JOPLIN-PITTSBURG | 500 | .01 |
| 164 | MISSOULA | 500 | .01 |
| 164 | MONTGOMERY-SELMA | 500 | .01 |
| 164 | TRAVERSE CITY-CADILLAC | 500 | .01 |
| 164 | WAUSAU-RHINELANDER | 500 | .01 |
| 171 | DULUTH-SUPERIOR | 400 | .01 |
| 171 | FLORENCE-MYRTLE BEACH | 400 | .01 |
| 171 | JACKSON, MS | 400 | .01 |
| 171 | LA CROSSE-EAU CLAIRE | 400 | .01 |
| 171 | LAFAYETTE, IN | 400 | .01 |
| 171 | MONROE-EL DORADO | 400 | .01 |
| 171 | ST. JOSEPH | 400 | .01 |
| 171 | SALISBURY | 400 | .01 |
| 171 | TERRE HAUTE | 400 | .01 |
| 171 | WILMINGTON | 400 | .01 |
| 181 | ANNISTON | 300 | .01 |
| 181 | BEND | 300 | .01 |
| 181 | CHARLOTTESVILLE | 300 | .01 |
| 181 | GREAT FALLS | 300 | .01 |
| 181 | HARRISONBURG | 300 | .01 |
| 181 | LAUREL-HATTIESBURG | 300 | .01 |
| 181 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 300 | .01 |
| 181 | SIOUX FALLS-MITCHELL | 300 | .01 |
| 189 | BANGOR | 200 | - |
| 189 | BLUEFIELD-BECKLEY-OAK HILL | 200 | - |
| 189 | CLARKSBURG-WESTON | 200 | - |
| 189 | HAGERSTOWN | 200 | - |
| 189 | HELENA | 200 | - |
| 189 | JONESBORO | 200 | - |
| 189 | LIMA | 200 | - |
| 189 | NORTH PLATTE | 200 | - |
| 189 | QUINCY-HANNIBAL | 200 | - |
| 189 | TUSCALOOSA | 200 | - |
| 189 | WHEELING-STEUBENVILLE | 200 | - |
| 200 | ALPENA | 100 | - |
| 200 | GREENWOOD-GREENVILLE | 100 | - |
| 200 | JACKSON, TN | 100 | - |
| 200 | MARQUETTE | 100 | - |
| 200 | MERIDIAN | 100 | - |
| 200 | PRESQUE ISLE | 100 | - |
| 206 | BOWLING GREEN | | |
| 206 | MANKATO | | |
| 206 | OTTUMWA-KIRKSVILLE | | |
| 206 | PARKERSBURG | | |
| 206 | ZANESVILLE | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL MEN 25-54** US TOTAL 53,013,100

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 4,019,000 | 7.58 |
| 2 | LOS ANGELES | 3,305,000 | 6.23 |
| 3 | CHICAGO | 1,804,900 | 3.40 |
| 4 | PHILADELPHIA | 1,502,800 | 2.83 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 1,443,700 | 2.72 |
| 6 | BOSTON | 1,264,100 | 2.38 |
| 7 | WASHINGTON, DC | 1,157,300 | 2.18 |
| 8 | DALLAS-FT. WORTH | 1,095,100 | 2.07 |
| 9 | DETROIT | 995,000 | 1.88 |
| 10 | HOUSTON | 951,400 | 1.79 |
| 11 | ATLANTA | 909,800 | 1.72 |
| 12 | SEATTLE-TACOMA | 823,600 | 1.55 |
| 13 | MINNEAPOLIS-ST. PAUL | 817,900 | 1.54 |
| 14 | CLEVELAND | 763,600 | 1.44 |
| 15 | MIAMI-FT.LAUDERDALE | 704,500 | 1.33 |
| 16 | SACRAMENTO-STOCKTON | 641,800 | 1.21 |
| 17 | ST. LOUIS | 612,600 | 1.16 |
| 18 | DENVER | 611,600 | 1.15 |
| 19 | SAN DIEGO | 586,500 | 1.11 |
| 20 | BALTIMORE | 579,900 | 1.09 |
| 21 | PITTSBURGH | 577,400 | 1.09 |
| 22 | PHOENIX | 572,600 | 1.08 |
| 23 | TAMPA-ST.PETERSBURG | 566,300 | 1.07 |
| 24 | HARTFORD-NEW HAVEN | 539,200 | 1.02 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 489,900 | .92 |
| 26 | PORTLAND, OR | 487,200 | .92 |
| 27 | INDIANAPOLIS | 476,300 | .90 |
| 28 | MILWAUKEE | 433,400 | .82 |
| 29 | KANSAS CITY | 428,700 | .81 |
| 30 | CHARLOTTE | 427,000 | .81 |
| 31 | RALEIGH-DURHAM | 426,900 | .81 |
| 32 | CINCINNATI | 422,000 | .80 |
| 33 | NASHVILLE | 410,800 | .77 |
| 34 | COLUMBUS, OH | 402,900 | .76 |
| 35 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 372,100 | .70 |
| 36 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 357,100 | .67 |
| 37 | SALT LAKE CITY | 354,300 | .67 |
| 38 | GREENVILLE-SPARTANBURG-ASHEVILLE | 352,900 | .67 |
| 39 | SAN ANTONIO | 340,800 | .64 |
| 40 | NEW ORLEANS | 337,600 | .64 |
| 41 | BUFFALO | 330,700 | .62 |
| 42 | MEMPHIS | 326,400 | .62 |
| 43 | PROVIDENCE-NEW BEDFORD | 315,900 | .60 |
| 44 | HARRISBURG-YORK-LANCASTER-LEBANON | 309,100 | .58 |
| 45 | LOUISVILLE | 307,500 | .58 |
| 46 | OKLAHOMA CITY | 305,000 | .58 |
| 47 | ALBUQUERQUE | 295,100 | .56 |
| 48 | GREENSBORO-WINSTON SALEM-HIGH POINT | 290,300 | .55 |
| 49 | FRESNO-VISALIA | 279,900 | .53 |
| 50 | JACKSONVILLE | 277,000 | .52 |
| 51 | ALBANY-SCHENECTADY-TROY | 275,300 | .52 |
| 52 | DAYTON | 274,300 | .52 |
| 53 | BIRMINGHAM | 272,000 | .51 |
| 54 | WILKES BARRE-SCRANTON | 268,300 | .51 |
| 55 | RICHMOND | 252,500 | .48 |
| 56 | CHARLESTON-HUNTINGTON | 250,700 | .47 |
| 57 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 250,200 | .47 |
| 58 | FLINT-SAGINAW-BAY CITY | 247,800 | .47 |
| 59 | LITTLE ROCK | 238,900 | .45 |
| 60 | TULSA | 235,600 | .44 |
| 61 | KNOXVILLE | 229,400 | .43 |
| 62 | MOBILE-PENSACOLA | 228,900 | .43 |
| 63 | WICHITA-HUTCHINSON | 225,100 | .42 |
| 64 | AUSTIN, TX | 222,300 | .42 |
| 65 | TOLEDO | 221,300 | .42 |
| 66 | GREEN BAY-APPLETON | 214,400 | .40 |
| 67 | SYRACUSE | 213,400 | .40 |
| 68 | ROANOKE-LYNCHBURG | 208,400 | .39 |
| 69 | PORTLAND-POLAND SPRING | 206,700 | .39 |
| 70 | ROCHESTER, NY | 203,500 | .38 |
| 71 | OMAHA | 195,500 | .37 |
| 72 | LEXINGTON | 192,100 | .36 |
| 73 | LAS VEGAS | 190,900 | .36 |
| 74 | DES MOINES | 189,900 | .36 |
| 75 | SHREVEPORT-TEXARKANA | 188,700 | .36 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 176,800 | .33 |
| 77 | COLUMBIA, SC | 175,900 | .33 |
| 78 | CHATTANOOGA | 170,700 | .32 |
| 79 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 167,800 | .32 |
| 80 | SPOKANE | 167,100 | .32 |
| 81 | TUCSON | 165,900 | .31 |
| 82 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 164,100 | .31 |
| 83 | SOUTH BEND-ELKHART | 161,800 | .31 |
| 84 | HUNTSVILLE-DECATUR-FLORENCE | 161,300 | .30 |
| 85 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 160,500 | .30 |
| 86 | SPRINGFIELD, MO | 159,300 | .30 |
| 87 | JOHNSTOWN-ALTOONA | 158,900 | .30 |
| 88 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 157,900 | .30 |
| 89 | MADISON | 151,600 | .29 |
| 90 | BATON ROUGE | 150,800 | .28 |
| 91 | JACKSON, MS | 148,600 | .28 |
| 92 | BURLINGTON-PLATTSBURGH | 147,100 | .28 |
| 93 | EL PASO | 147,000 | .28 |
| 94 | SALINAS-MONTEREY | 143,800 | .27 |
| 95 | EVANSVILLE | 139,700 | .26 |
| 96 | COLORADO SPRINGS-PUEBLO | 139,000 | .26 |
| 97 | WACO-TEMPLE-BRYAN | 138,800 | .26 |
| 98 | CHARLESTON, SC | 137,500 | .26 |
| 99 | YOUNGSTOWN | 137,200 | .26 |
| 100 | LANSING | 134,800 | .25 |
| 101 | SPRINGFIELD, MA | 134,700 | .25 |
| 102 | GREENVILLE-NEW BERN-WASHINGTON | 133,800 | .25 |
| 103 | SAVANNAH | 132,300 | .25 |
| 104 | FT. WAYNE | 131,100 | .25 |
| 105 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 129,600 | .24 |
| 106 | RENO | 121,200 | .23 |
| 107 | LINCOLN-HASTINGS-KEARNEY | 120,900 | .23 |
| 108 | MCALLEN-BROWNSVILLE: LRGV | 120,300 | .23 |
| 109 | FT. MYERS-NAPLES | 118,100 | .22 |
| 110 | AUGUSTA | 117,400 | .22 |
| 111 | PEORIA-BLOOMINGTON | 115,500 | .22 |
| 112 | FARGO | 112,200 | .21 |
| 113 | SIOUX FALLS-MITCHELL | 111,300 | .21 |
| 114 | MONTGOMERY-SELMA | 109,400 | .21 |
| 115 | TALLAHASSEE-THOMASVILLE | 108,900 | .21 |
| 116 | MACON | 104,700 | .20 |
| 117 | TYLER-LONGVIEW-JACKSONVILLE | 104,500 | .20 |
| 118 | BAKERSFIELD | 103,400 | .20 |
| 119 | EUGENE | 102,700 | .19 |
| 120 | LAFAYETTE, LA | 100,800 | .19 |
| 121 | CORPUS CHRISTI | 100,000 | .19 |
| 122 | FT. SMITH | 99,500 | .19 |
| 123 | COLUMBUS, GA | 97,200 | .18 |
| 124 | TRAVERSE CITY-CADILLAC | 96,500 | .18 |
| 125 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 94,800 | .18 |
| 126 | LA CROSSE-EAU CLAIRE | 93,500 | .18 |
| 127 | WAUSAU-RHINELANDER | 89,100 | .17 |
| 128 | COLUMBUS-TUPELO | 88,600 | .17 |
| 129 | AMARILLO | 87,500 | .17 |
| 129 | ROCKFORD | 87,500 | .17 |
| 131 | BINGHAMTON | 86,500 | .16 |
| 132 | BOISE | 86,300 | .16 |
| 133 | DULUTH-SUPERIOR | 84,900 | .16 |
| 133 | MONROE-EL DORADO | 84,900 | .16 |
| 135 | FLORENCE-MYRTLE BEACH | 83,700 | .16 |
| 136 | BEAUMONT-PORT ARTHUR | 83,500 | .16 |
| 137 | CHICO-REDDING | 82,100 | .15 |
| 138 | TOPEKA | 81,300 | .15 |
| 139 | WICHITA FALLS-LAWTON | 80,800 | .15 |
| 140 | ERIE | 79,100 | .15 |
| 140 | TERRE HAUTE | 79,100 | .15 |
| 142 | WILMINGTON | 77,800 | .15 |
| 143 | ODESSA-MIDLAND | 77,600 | .15 |
| 144 | SIOUX CITY | 76,000 | .14 |
| 145 | COLUMBIA-JEFFERSON CITY | 74,600 | .14 |
| 146 | LUBBOCK | 72,400 | .14 |
| 146 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 72,400 | .14 |
| 148 | WHEELING-STEUBENVILLE | 72,000 | .14 |
| 149 | ALBANY, GA | 71,200 | .13 |
| 150 | ROCHESTER-MASON CITY-AUSTIN | 70,700 | .13 |
| 151 | BLUEFIELD-BECKLEY-OAK HILL | 70,400 | .13 |
| 152 | BANGOR | 69,500 | .13 |
| 153 | MEDFORD | 67,600 | .13 |
| 154 | JOPLIN-PITTSBURG | 66,500 | .13 |
| 155 | BILOXI-GULFPORT-PASCAGOULA | 62,800 | .12 |
| 156 | IDAHO FALLS-POCATELLO | 61,800 | .12 |
| 157 | UTICA | 56,700 | .11 |
| 158 | PALM SPRINGS | 55,400 | .10 |
| 159 | ABILENE-SWEETWATER | 54,800 | .10 |
| 160 | PANAMA CITY | 54,500 | .10 |
| 161 | CLARKSBURG-WESTON | 54,100 | .10 |
| 162 | QUINCY-HANNIBAL | 54,000 | .10 |
| 163 | SALISBURY | 52,100 | .10 |
| 164 | WATERTOWN-CARTHAGE | 51,300 | .10 |
| 165 | HARRISONBURG | 50,900 | .10 |
| 166 | LAUREL-HATTIESBURG | 49,200 | .09 |
| 167 | ALEXANDRIA, LA | 48,700 | .09 |
| 168 | DOTHAN | 48,500 | .09 |
| 168 | RAPID CITY | 48,500 | .09 |
| 170 | SARASOTA | 45,700 | .09 |
| 171 | LAKE CHARLES | 46,600 | .09 |
| 172 | GAINESVILLE | 46,400 | .09 |
| 173 | ELMIRA | 46,300 | .09 |
| 174 | BILLINGS-HARDIN | 46,000 | .09 |
| 175 | MISSOULA | 39,400 | .07 |
| 176 | EL CENTRO-YUMA | 39,000 | .07 |
| 177 | GREENWOOD-GREENVILLE | 38,100 | .07 |
| 178 | GRAND JUNCTION-DURANGO | 35,900 | .07 |
| 179 | JONESBORO | 35,700 | .07 |
| 180 | GREAT FALLS | 34,100 | .06 |
| 181 | ARDMORE-ADA | 33,800 | .06 |
| 182 | MERIDIAN | 32,800 | .06 |
| 183 | EUREKA | 31,100 | .06 |
| 184 | MARQUETTE | 30,400 | .06 |
| 185 | PARKERSBURG | 30,100 | .06 |
| 186 | TUSCALOOSA | 29,700 | .06 |
| 187 | JACKSON, TN | 29,400 | .06 |
| 188 | HAGERSTOWN | 28,500 | .05 |
| 189 | BUTTE | 28,000 | .05 |
| 190 | SAN ANGELO | 26,700 | .05 |
| 191 | LAREDO | 25,300 | .05 |
| 192 | BOWLING GREEN | 24,700 | .05 |
| 193 | LAFAYETTE, IN | 24,400 | .05 |
| 194 | ANNISTON | 23,500 | .04 |
| 195 | CHEYENNE-SCOTTSBLUFF (STERLING) | 23,200 | .04 |
| 195 | ST. JOSEPH | 23,200 | .04 |
| 197 | CHARLOTTESVILLE | 22,600 | .04 |
| 198 | CASPER-RIVERTON | 22,500 | .04 |
| 199 | LIMA | 22,400 | .04 |
| 200 | TWIN FALLS | 20,000 | .04 |
| 201 | FLAGSTAFF | 19,300 | .04 |
| 202 | PRESQUE ISLE | 18,500 | .03 |
| 203 | OTTUMWA-KIRKSVILLE | 16,400 | .03 |
| 204 | ZANESVILLE | 16,000 | .03 |
| 205 | BEND | 15,900 | .03 |
| 206 | VICTORIA | 16,100 | .03 |
| 207 | MANKATO | 14,800 | .03 |
| 208 | HELENA | 10,400 | .02 |
| 209 | NORTH PLATTE | 8,900 | .02 |
| 210 | ALPENA | 7,900 | .01 |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK MEN 25-54** US TOTAL 5,657,900

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 607,700 | 10.74 |
| 2 | CHICAGO | 280,200 | 4.95 |
| 3 | LOS ANGELES | 246,600 | 4.36 |
| 4 | WASHINGTON, DC | 245,000 | 4.33 |
| 5 | PHILADELPHIA | 222,100 | 3.93 |
| 6 | ATLANTA | 190,500 | 3.37 |
| 7 | DETROIT | 173,900 | 3.07 |
| 8 | HOUSTON | 146,000 | 2.58 |
| 9 | BALTIMORE | 130,100 | 2.30 |
| 10 | DALLAS-FT. WORTH | 127,800 | 2.26 |
| 11 | MIAMI-FT. LAUDERDALE | 118,600 | 2.10 |
| 12 | SAN FRANCISCO-OAKLAND-SAN JOSE | 111,100 | 1.96 |
| 13 | RALEIGH-DURHAM | 110,100 | 1.95 |
| 14 | MEMPHIS | 100,300 | 1.77 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 91,900 | 1.62 |
| 16 | NEW ORLEANS | 88,000 | 1.56 |
| 17 | CLEVELAND | 84,500 | 1.49 |
| 18 | ST. LOUIS | 76,200 | 1.35 |
| 19 | RICHMOND | 68,600 | 1.21 |
| 20 | CHARLOTTE | 67,200 | 1.19 |
| 21 | COLUMBIA, SC | 58,600 | 1.04 |
| 22 | BIRMINGHAM | 55,400 | .98 |
| 22 | JACKSON, MS | 55,400 | .98 |
| 24 | BOSTON | 52,300 | .92 |
| 25 | TAMPA-ST. PETERSBURG | 49,800 | .88 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 47,300 | .84 |
| 27 | JACKSONVILLE | 46,400 | .82 |
| 28 | ORLANDO-DAYTONA BEACH-MELBOURNE | 45,500 | .80 |
| 29 | GREENVILLE-SPARTANBURG-ASHEVILLE | 45,400 | .80 |
| 30 | SHREVEPORT-TEXARKANA | 44,600 | .79 |
| 31 | BATON ROUGE | 44,100 | .78 |
| 32 | NASHVILLE | 42,800 | .76 |
| 33 | KANSAS CITY | 40,900 | .72 |
| 34 | MOBILE-PENSACOLA | 40,800 | .72 |
| 35 | CHARLESTON, SC | 38,600 | .68 |
| 36 | INDIANAPOLIS | 38,000 | .67 |
| 37 | HARTFORD-NEW HAVEN | 37,800 | .67 |
| 38 | MILWAUKEE | 37,700 | .67 |
| 39 | COLUMBUS, OH | 37,500 | .66 |
| 39 | MONTGOMERY-SELMA | 37,500 | .66 |
| 41 | AUGUSTA | 37,300 | .66 |
| 41 | SACRAMENTO-STOCKTON | 37,300 | .66 |
| 43 | SAVANNAH | 36,800 | .65 |
| 44 | CINCINNATI | 36,200 | .64 |
| 45 | SAN DIEGO | 35,800 | .63 |
| 46 | LITTLE ROCK | 35,500 | .63 |
| 47 | MACON | 33,600 | .59 |
| 48 | GREENVILLE-NEW BERN-WASHINGTON | 33,500 | .59 |
| 49 | COLUMBUS, GA | 32,700 | .58 |
| 50 | SEATTLE-TACOMA | 32,300 | .57 |
| 51 | PITTSBURGH | 31,400 | .55 |
| 52 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 30,200 | .53 |
| 53 | ROANOKE-LYNCHBURG | 29,300 | .52 |
| 54 | TALLAHASSEE-THOMASVILLE | 27,200 | .48 |
| 55 | LOUISVILLE | 26,500 | .47 |
| 56 | BUFFALO | 24,700 | .44 |
| 57 | DAYTON | 23,200 | .41 |
| 57 | FLORENCE-MYRTLE BEACH | 23,200 | .41 |
| 59 | OKLAHOMA CITY | 23,000 | .41 |
| 60 | DENVER | 22,900 | .40 |
| 61 | LAFAYETTE, LA | 22,100 | .39 |
| 62 | COLUMBUS-TUPELO | 22,000 | .39 |
| 62 | MINNEAPOLIS-ST. PAUL | 22,000 | .39 |
| 64 | MONROE-EL DORADO | 21,800 | .39 |
| 65 | WACO-TEMPLE-BRYAN | 21,700 | .38 |
| 66 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 21,400 | .38 |
| 67 | FLINT-SAGINAW-BAY CITY | 21,200 | .37 |
| 68 | ALBANY, GA | 21,000 | .37 |
| 69 | GREENWOOD-GREENVILLE | 19,300 | .34 |
| 70 | SAN ANTONIO | 19,200 | .34 |
| 71 | HUNTSVILLE-DECATUR-FLORENCE | 17,500 | .31 |
| 72 | PHOENIX | 17,400 | .31 |
| 73 | AUSTIN, TX | 17,100 | .30 |
| 73 | TYLER-LONGVIEW-JACKSONVILLE | 17,100 | .30 |
| 75 | ROCHESTER, NY | 16,600 | .29 |
| 76 | BEAUMONT-PORT ARTHUR | 16,200 | .29 |
| 77 | WILMINGTON | 16,100 | .28 |
| 78 | LAS VEGAS | 15,900 | .28 |
| 79 | TULSA | 14,300 | .25 |
| 80 | TOLEDO | 13,200 | .23 |
| 81 | HARRISBURG-YORK-LANCASTER-LEBANON | 12,100 | .21 |
| 82 | CHATTANOOGA | 12,000 | .21 |
| 83 | FRESNO-VISALIA | 11,700 | .21 |
| 83 | LAUREL-HATTIESBURG | 11,700 | .21 |
| 85 | ALEXANDRIA, LA | 11,300 | .20 |
| 86 | ALBANY-SCHENECTADY-TROY | 11,200 | .20 |
| 87 | SPRINGFIELD-DECATUR-CHAMPAIGN | 10,900 | .19 |
| 88 | LANSING | 10,800 | .19 |
| 89 | BILOXI-GULFPORT-PASCAGOULA | 10,700 | .19 |
| 90 | MERIDIAN | 10,400 | .18 |
| 91 | SYRACUSE | 10,300 | .18 |
| 92 | SALISBURY | 10,200 | .18 |
| 93 | LEXINGTON | 9,900 | .17 |
| 93 | OMAHA | 9,900 | .17 |
| 93 | YOUNGSTOWN | 9,900 | .17 |
| 96 | PORTLAND, OR | 9,600 | .17 |
| 97 | SOUTH BEND-ELKHART | 9,400 | .17 |
| 98 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 9,200 | .16 |
| 99 | LAKE CHARLES | 8,900 | .16 |
| 99 | PROVIDENCE-NEW BEDFORD | 8,900 | .16 |
| 101 | WICHITA-HUTCHINSON | 8,700 | .15 |
| 102 | DOTHAN | 8,200 | .14 |
| 103 | COLORADO SPRINGS-PUEBLO | 7,900 | .14 |
| 104 | KNOXVILLE | 7,800 | .14 |
| 105 | FT. MYERS-NAPLES | 7,000 | .12 |
| 106 | GAINESVILLE | 6,900 | .12 |
| 106 | WICHITA FALLS-LAWTON | 6,900 | .12 |
| 108 | SALINAS-MONTEREY | 6,800 | .12 |
| 109 | PANAMA CITY | 6,700 | .12 |
| 109 | PEORIA-BLOOMINGTON | 6,700 | .12 |
| 111 | SPRINGFIELD, MA | 6,400 | .11 |
| 111 | TUSCALOOSA | 6,400 | .11 |
| 113 | CHARLESTON-HUNTINGTON | 6,100 | .11 |
| 113 | TUCSON | 6,100 | .11 |
| 115 | FT. WAYNE | 5,800 | .10 |
| 116 | ALBUQUERQUE | 5,700 | .10 |
| 116 | BAKERSFIELD | 5,700 | .10 |
| 116 | EL PASO | 5,700 | .10 |
| 116 | TOPEKA | 5,700 | .10 |
| 120 | COLUMBIA-JEFFERSON CITY | 5,400 | .10 |
| 120 | ROCKFORD | 5,400 | .10 |
| 122 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 5,300 | .09 |
| 123 | EVANSVILLE | 5,000 | .09 |
| 124 | JACKSON, TN | 4,900 | .09 |
| 125 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 4,800 | .08 |
| 126 | BURLINGTON-PLATTSBURGH | 4,600 | .08 |
| 126 | WILKES BARRE-SCRANTON | 4,600 | .08 |
| 128 | MADISON | 3,900 | .07 |
| 129 | ANNISTON | 3,800 | .07 |
| 129 | LUBBOCK | 3,800 | .07 |
| 131 | JOHNSTOWN-ALTOONA | 3,600 | .06 |
| 132 | BLUEFIELD-BECKLEY-OAK HILL | 3,500 | .06 |
| 132 | RENO | 3,500 | .06 |
| 134 | DES MOINES | 3,300 | .06 |
| 134 | HAGERSTOWN | 3,300 | .06 |
| 136 | SALT LAKE CITY | 3,100 | .05 |
| 136 | UTICA | 3,100 | .05 |
| 138 | CHARLOTTESVILLE | 3,000 | .05 |
| 138 | LIMA | 3,000 | .05 |
| 138 | WATERTOWN-CARTHAGE | 3,000 | .05 |
| 141 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 2,900 | .05 |
| 141 | CORPUS CHRISTI | 2,900 | .05 |
| 143 | AMARILLO | 2,800 | .05 |
| 144 | ABILENE-SWEETWATER | 2,700 | .05 |
| 144 | ODESSA-MIDLAND | 2,700 | .05 |
| 146 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 2,600 | .05 |
| 146 | HARRISONBURG | 2,600 | .05 |
| 146 | SPRINGFIELD, MO | 2,600 | .05 |
| 149 | ERIE | 2,500 | .04 |
| 149 | TRAVERSE CITY-CADILLAC | 2,500 | .04 |
| 151 | FT. SMITH | 2,000 | .04 |
| 151 | SARASOTA | 2,000 | .04 |
| 153 | TERRE HAUTE | 1,800 | .03 |
| 153 | WHEELING-STEUBENVILLE | 1,800 | .03 |
| 155 | SPOKANE | 1,700 | .03 |
| 156 | ARDMORE-ADA | 1,600 | .03 |
| 156 | ELMIRA | 1,600 | .03 |
| 156 | PALM SPRINGS | 1,600 | .03 |
| 156 | QUINCY-HANNIBAL | 1,600 | .03 |
| 160 | BOWLING GREEN | 1,400 | .02 |
| 161 | BINGHAMTON | 1,300 | .02 |
| 161 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 1,300 | .02 |
| 163 | LINCOLN-HASTINGS-KEARNEY | 1,200 | .02 |
| 163 | PORTLAND-POLAND SPRING | 1,200 | .02 |
| 165 | EL CENTRO-YUMA | 1,100 | .02 |
| 166 | JOPLIN-PITTSBURG | 1,000 | .02 |
| 167 | CHICO-REDDING | 900 | .02 |
| 167 | EUREKA | 900 | .02 |
| 167 | JONESBORO | 900 | .02 |
| 170 | EUGENE | 800 | .01 |
| 170 | SAN ANGELO | 800 | .01 |
| 170 | SIOUX CITY | 800 | .01 |
| 170 | VICTORIA | 800 | .01 |
| 174 | FARGO | 700 | .01 |
| 174 | GREEN BAY-APPLETON | 700 | .01 |
| 174 | ZANESVILLE | 700 | .01 |
| 177 | MARQUETTE | 600 | .01 |
| 177 | SIOUX FALLS-MITCHELL | 600 | .01 |
| 177 | WAUSAU-RHINELANDER | 600 | .01 |
| 180 | BOISE | 500 | .01 |
| 180 | CHEYENNE-SCOTTSBLUFF (STERLING) | 500 | .01 |
| 180 | CLARKSBURG-WESTON | 500 | .01 |
| 180 | DULUTH-SUPERIOR | 500 | .01 |
| 180 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 500 | .01 |
| 180 | ROCHESTER-MASON CITY-AUSTIN | 500 | .01 |
| 180 | ST. JOSEPH | 500 | .01 |
| 187 | BANGOR | 400 | .01 |
| 187 | GRAND JUNCTION-DURANGO | 400 | .01 |
| 187 | LAFAYETTE, IN | 400 | .01 |
| 187 | MEDFORD | 400 | .01 |
| 187 | RAPID CITY | 400 | .01 |
| 192 | GREAT FALLS | 300 | .01 |
| 192 | PARKERSBURG | 300 | .01 |
| 192 | PRESQUE ISLE | 300 | .01 |
| 195 | FLAGSTAFF | 200 | - |
| 195 | IDAHO FALLS-POCATELLO | 200 | - |
| 195 | MCALLEN-BROWNSVILLE: LRGV | 200 | - |
| 195 | OTTUMWA-KIRKSVILLE | 200 | - |
| 199 | BEND | 100 | - |
| 199 | BILLINGS-HARDIN | 100 | - |
| 199 | BUTTE | 100 | - |
| 199 | CASPER-RIVERTON | 100 | - |
| 199 | HELENA | 100 | - |
| 199 | LA CROSSE-EAU CLAIRE | 100 | - |
| 199 | LAREDO | 100 | - |
| 199 | MANKATO | 100 | - |
| 199 | MISSOULA | 100 | - |
| 199 | NORTH PLATTE | 100 | - |
| 199 | TWIN FALLS | 100 | - |
| 210 | ALPENA | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC MEN 25-54

US TOTAL 4,982,100

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,064,500 | 21.37 |
| 2 | NEW YORK | 640,300 | 12.85 |
| 3 | MIAMI-FT. LAUDERDALE | 250,900 | 5.04 |
| 4 | SAN FRANCISCO-OAKLAND-SAN JOSE | 218,100 | 4.38 |
| 5 | CHICAGO | 207,500 | 4.16 |
| 6 | HOUSTON | 197,900 | 3.97 |
| 7 | SAN ANTONIO | 156,700 | 3.15 |
| 8 | DALLAS-FT. WORTH | 141,300 | 2.84 |
| 9 | SAN DIEGO | 114,000 | 2.29 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 104,800 | 2.10 |
| 11 | ALBUQUERQUE | 103,500 | 2.08 |
| 12 | FRESNO-VISALIA | 103,300 | 2.07 |
| 13 | SACRAMENTO-STOCKTON | 97,700 | 1.96 |
| 14 | EL PASO | 93,300 | 1.87 |
| 15 | PHOENIX | 91,700 | 1.84 |
| 16 | WASHINGTON, DC | 65,300 | 1.31 |
| 17 | DENVER | 64,900 | 1.30 |
| 18 | PHILADELPHIA | 64,100 | 1.29 |
| 19 | BOSTON | 53,400 | 1.07 |
| 20 | CORPUS CHRISTI | 52,200 | 1.05 |
| 21 | TUCSON | 42,500 | .85 |
| 22 | AUSTIN, TX | 42,400 | .85 |
| 23 | SALINAS-MONTEREY | 41,600 | .83 |
| 24 | TAMPA-ST. PETERSBURG | 40,900 | .82 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 32,900 | .66 |
| 26 | BAKERSFIELD | 31,900 | .64 |
| 27 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 31,000 | .62 |
| 28 | HARTFORD-NEW HAVEN | 29,700 | .60 |
| 29 | SEATTLE-TACOMA | 26,600 | .53 |
| 30 | ODESSA-MIDLAND | 25,000 | .50 |
| 31 | LAREDO | 23,200 | .47 |
| 32 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 22,800 | .46 |
| 33 | LAS VEGAS | 21,900 | .44 |
| 34 | PALM SPRINGS | 21,600 | .43 |
| 34 | PORTLAND, OR | 21,600 | .43 |
| 36 | COLORADO SPRINGS-PUEBLO | 21,200 | .43 |
| 37 | LUBBOCK | 21,100 | .42 |
| 38 | EL CENTRO-YUMA | 20,500 | .41 |
| 39 | ATLANTA | 20,200 | .41 |
| 40 | SALT LAKE CITY | 20,000 | .40 |
| 41 | DETROIT | 19,200 | .39 |
| 42 | WACO-TEMPLE-BRYAN | 19,000 | .38 |
| 43 | AMARILLO | 16,800 | .34 |
| 44 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 16,300 | .33 |
| 45 | MILWAUKEE | 15,000 | .30 |
| 46 | PROVIDENCE-NEW BEDFORD | 13,100 | .26 |
| 47 | NEW ORLEANS | 12,500 | .25 |
| 48 | CLEVELAND | 12,100 | .24 |
| 49 | RENO | 12,000 | .24 |
| 50 | FT. MYERS-NAPLES | 11,600 | .23 |
| 50 | KANSAS CITY | 11,600 | .23 |
| 52 | WICHITA-HUTCHINSON | 11,100 | .22 |
| 53 | MINNEAPOLIS-ST. PAUL | 10,300 | .21 |
| 53 | OKLAHOMA CITY | 10,300 | .21 |
| 55 | ABILENE-SWEETWATER | 9,500 | .19 |
| 56 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 9,300 | .19 |
| 57 | SPRINGFIELD, MA | 8,900 | .18 |
| 58 | RALEIGH-DURHAM | 8,400 | .17 |
| 59 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 8,000 | .16 |
| 60 | TOLEDO | 7,800 | .16 |
| 61 | BALTIMORE | 7,600 | .15 |
| 62 | SAN ANGELO | 7,500 | .15 |
| 63 | TYLER-LONGVIEW-JACKSONVILLE | 7,300 | .15 |
| 64 | BUFFALO | 7,200 | .14 |
| 65 | JACKSONVILLE | 6,900 | .14 |
| 66 | HARRISBURG-YORK-LANCASTER-LEBANON | 6,800 | .14 |
| 67 | SPOKANE | 6,700 | .13 |
| 68 | CHICO-REDDING | 6,600 | .13 |
| 69 | ST. LOUIS | 6,400 | .13 |
| 70 | BOISE | 6,300 | .13 |
| 70 | WICHITA FALLS-LAWTON | 6,300 | .13 |
| 72 | FLINT-SAGINAW-BAY CITY | 6,200 | .12 |
| 73 | ROCHESTER, NY | 6,100 | .12 |
| 74 | ALBANY-SCHENECTADY-TROY | 5,700 | .11 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 5,200 | .10 |
| 76 | VICTORIA | 5,000 | .10 |
| 77 | IDAHO FALLS-POCATELLO | 4,900 | .10 |
| 78 | SHREVEPORT-TEXARKANA | 4,600 | .09 |
| 79 | LANSING | 4,200 | .08 |
| 79 | TULSA | 4,200 | .08 |
| 81 | INDIANAPOLIS | 4,100 | .08 |
| 82 | CHARLOTTE | 4,000 | .08 |
| 82 | OMAHA | 4,000 | .08 |
| 84 | SYRACUSE | 3,900 | .08 |
| 85 | NASHVILLE | 3,700 | .07 |
| 86 | MOBILE-PENSACOLA | 3,600 | .07 |
| 87 | BEAUMONT-PORT ARTHUR | 3,500 | .07 |
| 88 | PITTSBURGH | 3,400 | .07 |
| 89 | MEDFORD | 3,300 | .07 |
| 90 | GRAND JUNCTION-DURANGO | 3,200 | .06 |
| 90 | TALLAHASSEE-THOMASVILLE | 3,200 | .06 |
| 90 | TOPEKA | 3,200 | .06 |
| 93 | BURLINGTON-PLATTSBURGH | 3,100 | .06 |
| 93 | COLUMBUS, OH | 3,100 | .06 |
| 95 | SAVANNAH | 3,000 | .06 |
| 95 | SOUTH BEND-ELKHART | 3,000 | .06 |
| 95 | WILKES BARRE-SCRANTON | 3,000 | .06 |
| 98 | GREENVILLE-NEW BERN-WASHINGTON | 2,900 | .06 |
| 99 | GREENSBORO-WINSTON SALEM-HIGH POINT | 2,800 | .06 |
| 99 | RICHMOND | 2,800 | .06 |
| 99 | ROCKFORD | 2,800 | .06 |
| 102 | GREENVILLE-SPARTANBURG-ASHEVILLE | 2,700 | .05 |
| 103 | EUGENE | 2,600 | .05 |
| 104 | CHEYENNE-SCOTTSBLUFF (STERLING) | 2,500 | .05 |
| 105 | LITTLE ROCK | 2,400 | .05 |
| 105 | MEMPHIS | 2,400 | .05 |
| 107 | BATON ROUGE | 2,300 | .05 |
| 108 | EUREKA | 2,100 | .04 |
| 108 | SPRINGFIELD-DECATUR-CHAMPAIGN | 2,100 | .04 |
| 110 | COLUMBIA, SC | 2,000 | .04 |
| 110 | FLAGSTAFF | 2,000 | .04 |
| 110 | FT. WAYNE | 2,000 | .04 |
| 110 | LOUISVILLE | 2,000 | .04 |
| 114 | ALBANY, GA | 1,900 | .04 |
| 114 | COLUMBUS, GA | 1,900 | .04 |
| 114 | LINCOLN-HASTINGS-KEARNEY | 1,900 | .04 |
| 114 | MADISON | 1,900 | .04 |
| 118 | WATERTOWN-CARTHAGE | 1,800 | .04 |
| 119 | CHARLESTON, SC | 1,700 | .03 |
| 119 | CINCINNATI | 1,700 | .03 |
| 119 | DES MOINES | 1,700 | .03 |
| 122 | DAYTON | 1,600 | .03 |
| 122 | GAINESVILLE | 1,600 | .03 |
| 122 | GREEN BAY-APPLETON | 1,600 | .03 |
| 122 | TWIN FALLS | 1,600 | .03 |
| 122 | UTICA | 1,600 | .03 |
| 127 | AUGUSTA | 1,500 | .03 |
| 127 | CHATTANOOGA | 1,500 | .03 |
| 127 | YOUNGSTOWN | 1,500 | .03 |
| 130 | ALEXANDRIA, LA | 1,400 | .03 |
| 130 | BIRMINGHAM | 1,400 | .03 |
| 130 | SIOUX CITY | 1,400 | .03 |
| 133 | FT. SMITH | 1,300 | .03 |
| 133 | LAFAYETTE, LA | 1,300 | .03 |
| 133 | MACON | 1,300 | .03 |
| 133 | PANAMA CITY | 1,300 | .03 |
| 133 | PEORIA-BLOOMINGTON | 1,300 | .03 |
| 133 | PORTLAND-POLAND SPRING | 1,300 | .03 |
| 133 | SARASOTA | 1,300 | .03 |
| 140 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,200 | .02 |
| 140 | FARGO | 1,200 | .02 |
| 140 | LEXINGTON | 1,200 | .02 |
| 140 | SPRINGFIELD, MO | 1,200 | .02 |
| 144 | HUNTSVILLE-DECATUR-FLORENCE | 1,100 | .02 |
| 144 | LAKE CHARLES | 1,100 | .02 |
| 144 | ROANOKE-LYNCHBURG | 1,100 | .02 |
| 147 | BINGHAMTON | 1,000 | .02 |
| 147 | CHARLESTON-HUNTINGTON | 1,000 | .02 |
| 147 | ROCHESTER-MASON CITY-AUSTIN | 1,000 | .02 |
| 150 | BILLINGS-HARDIN | 900 | .02 |
| 150 | CASPER-RIVERTON | 900 | .02 |
| 150 | KNOXVILLE | 900 | .02 |
| 150 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 900 | .02 |
| 150 | RAPID CITY | 900 | .02 |
| 155 | BILOXI-GULFPORT-PASCAGOULA | 800 | .02 |
| 155 | EVANSVILLE | 800 | .02 |
| 155 | JOHNSTOWN-ALTOONA | 800 | .02 |
| 158 | ARDMORE-ADA | 700 | .01 |
| 158 | DOTHAN | 700 | .01 |
| 158 | ELMIRA | 700 | .01 |
| 158 | ERIE | 700 | .01 |
| 158 | MONTGOMERY-SELMA | 700 | .01 |
| 163 | BUTTE | 600 | .01 |
| 163 | COLUMBIA-JEFFERSON CITY | 600 | .01 |
| 163 | DULUTH-SUPERIOR | 600 | .01 |
| 166 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 500 | .01 |
| 166 | COLUMBUS-TUPELO | 500 | .01 |
| 166 | FLORENCE-MYRTLE BEACH | 500 | .01 |
| 166 | JOPLIN-PITTSBURG | 500 | .01 |
| 166 | MISSOULA | 500 | .01 |
| 166 | MONROE-EL DORADO | 500 | .01 |
| 166 | SALISBURY | 500 | .01 |
| 166 | TRAVERSE CITY-CADILLAC | 500 | .01 |
| 166 | WAUSAU-RHINELANDER | 500 | .01 |
| 175 | GREAT FALLS | 400 | .01 |
| 175 | JACKSON, MS | 400 | .01 |
| 175 | LA CROSSE-EAU CLAIRE | 400 | .01 |
| 175 | LAFAYETTE, IN | 400 | .01 |
| 175 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 400 | .01 |
| 175 | ST. JOSEPH | 400 | .01 |
| 175 | TERRE HAUTE | 400 | .01 |
| 175 | WHEELING-STEUBENVILLE | 400 | .01 |
| 175 | WILMINGTON | 400 | .01 |
| 184 | ANNISTON | 300 | .01 |
| 184 | BANGOR | 300 | .01 |
| 184 | BEND | 300 | .01 |
| 184 | CHARLOTTESVILLE | 300 | .01 |
| 184 | HARRISONBURG | 300 | .01 |
| 184 | LAUREL-HATTIESBURG | 300 | .01 |
| 184 | LIMA | 300 | .01 |
| 184 | NORTH PLATTE | 300 | .01 |
| 184 | SIOUX FALLS-MITCHELL | 300 | .01 |
| 193 | BLUEFIELD-BECKLEY-OAK HILL | 200 | - |
| 193 | CLARKSBURG-WESTON | 200 | - |
| 193 | GREENWOOD-GREENVILLE | 200 | - |
| 193 | HAGERSTOWN | 200 | - |
| 193 | HELENA | 200 | - |
| 193 | JONESBORO | 200 | - |
| 193 | QUINCY-HANNIBAL | 200 | - |
| 193 | TUSCALOOSA | 200 | - |
| 201 | ALPENA | 100 | - |
| 201 | BOWLING GREEN | 100 | - |
| 201 | JACKSON, TN | 100 | - |
| 201 | MARQUETTE | 100 | - |
| 201 | MERIDIAN | 100 | - |
| 201 | PRESQUE ISLE | 100 | - |
| 207 | MANKATO | | |
| 207 | OTTUMWA-KIRKSVILLE | | |
| 207 | PARKERSBURG | | |
| 207 | ZANESVILLE | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL TEENS TOTAL

US TOTAL 20,171,900

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,384,000 | 6.86 |
| 2 | LOS ANGELES | 1,165,300 | 5.78 |
| 3 | CHICAGO | 683,800 | 3.39 |
| 4 | PHILADELPHIA | 539,400 | 2.67 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 408,300 | 2.02 |
| 6 | BOSTON | 397,200 | 1.97 |
| 7 | DETROIT | 387,000 | 1.92 |
| 8 | DALLAS-FT. WORTH | 384,800 | 1.91 |
| 9 | HOUSTON | 358,300 | 1.78 |
| 10 | WASHINGTON, DC | 353,400 | 1.75 |
| 11 | ATLANTA | 321,800 | 1.59 |
| 12 | CLEVELAND | 307,700 | 1.53 |
| 13 | MINNEAPOLIS-ST. PAUL | 294,800 | 1.46 |
| 14 | SEATTLE-TACOMA | 264,700 | 1.31 |
| 15 | ST. LOUIS | 243,800 | 1.21 |
| 16 | MIAMI-FT. LAUDERDALE | 236,800 | 1.17 |
| 17 | SACRAMENTO-STOCKTON | 235,700 | 1.17 |
| 18 | PHOENIX | 217,600 | 1.08 |
| 19 | PITTSBURGH | 214,700 | 1.06 |
| 20 | SALT LAKE CITY | 214,200 | 1.06 |
| 21 | DENVER | 200,500 | .99 |
| 22 | TAMPA-ST. PETERSBURG | 196,800 | .98 |
| 23 | INDIANAPOLIS | 189,600 | .94 |
| 24 | BALTIMORE | 188,200 | .93 |
| 25 | SAN DIEGO | 183,000 | .91 |
| 26 | PORTLAND, OR | 177,900 | .88 |
| 27 | HARTFORD-NEW HAVEN | 173,200 | .86 |
| 28 | CINCINNATI | 171,900 | .85 |
| 29 | MILWAUKEE | 169,100 | .84 |
| 30 | ORLANDO-DAYTONA BEACH-MELBOURNE | 166,900 | .83 |
| 31 | KANSAS CITY | 161,400 | .80 |
| 32 | CHARLOTTE | 159,900 | .79 |
| 32 | SAN ANTONIO | 159,900 | .79 |
| 34 | RALEIGH-DURHAM | 157,100 | .78 |
| 35 | NASHVILLE | 156,300 | .77 |
| 36 | NEW ORLEANS | 153,200 | .76 |
| 37 | MEMPHIS | 153,100 | .76 |
| 38 | COLUMBUS, OH | 149,100 | .74 |
| 39 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 146,600 | .73 |
| 40 | GREENVILLE-SPARTANBURG-ASHEVILLE | 141,100 | .70 |
| 41 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 132,500 | .66 |
| 42 | FRESNO-VISALIA | 130,800 | .65 |
| 43 | ALBUQUERQUE | 130,600 | .65 |
| 44 | BUFFALO | 128,500 | .64 |
| 45 | LOUISVILLE | 127,600 | .63 |
| 46 | OKLAHOMA CITY | 124,600 | .62 |
| 47 | CHARLESTON-HUNTINGTON | 117,900 | .58 |
| 48 | BIRMINGHAM | 115,900 | .57 |
| 49 | HARRISBURG-YORK-LANCASTER-LEBANON | 113,600 | .56 |
| 50 | PROVIDENCE-NEW BEDFORD | 112,800 | .56 |
| 51 | FLINT-SAGINAW-BAY CITY | 111,800 | .55 |
| 52 | DAYTON | 111,700 | .55 |
| 53 | LITTLE ROCK | 105,800 | .52 |
| 54 | GREENSBORO-WINSTON SALEM-HIGH POINT | 105,400 | .52 |
| 55 | WILKES BARRE-SCRANTON | 104,500 | .52 |
| 56 | JACKSONVILLE | 103,100 | .51 |
| 57 | ALBANY-SCHENECTADY-TROY | 102,000 | .51 |
| 58 | MOBILE-PENSACOLA | 100,200 | .50 |
| 59 | TULSA | 98,400 | .49 |
| 60 | TOLEDO | 96,400 | .48 |
| 61 | KNOXVILLE | 93,900 | .47 |
| 62 | MCALLEN-BROWNSVILLE: LRGV | 93,700 | .46 |
| 63 | WICHITA-HUTCHINSON | 92,700 | .46 |
| 64 | SHREVEPORT-TEXARKANA | 92,300 | .46 |
| 65 | RICHMOND | 88,900 | .44 |
| 66 | GREEN BAY-APPLETON | 88,600 | .44 |
| 67 | EL PASO | 83,200 | .41 |
| 68 | OMAHA | 80,900 | .40 |
| 69 | SYRACUSE | 80,700 | .40 |
| 70 | LEXINGTON | 79,500 | .39 |
| 71 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 79,100 | .39 |
| 72 | ROANOKE-LYNCHBURG | 78,300 | .39 |
| 73 | JACKSON, MS | 77,600 | .38 |
| 74 | PORTLAND-POLAND SPRING | 76,900 | .38 |
| 75 | DES MOINES | 75,700 | .38 |
| 76 | AUSTIN, TX | 74,400 | .37 |
| 77 | COLUMBIA, SC | 73,000 | .36 |
| 78 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 72,400 | .36 |
| 79 | CHATTANOOGA | 71,900 | .36 |
| 80 | ROCHESTER, NY | 71,700 | .36 |
| 81 | SPOKANE | 71,600 | .35 |
| 82 | SPRINGFIELD-DECATUR-CHAMPAIGN | 70,600 | .35 |
| 83 | SOUTH BEND-ELKHART | 70,300 | .35 |
| 84 | SPRINGFIELD, MO | 69,100 | .34 |
| 85 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 68,700 | .34 |
| 86 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 68,000 | .34 |
| 87 | BATON ROUGE | 66,700 | .33 |
| 88 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 66,200 | .33 |
| 89 | JOHNSTOWN-ALTOONA | 65,900 | .33 |
| 90 | TUCSON | 64,600 | .32 |
| 91 | HUNTSVILLE-DECATUR-FLORENCE | 63,000 | .31 |
| 92 | YOUNGSTOWN | 60,900 | .30 |
| 93 | EVANSVILLE | 59,300 | .29 |
| 94 | LAS VEGAS | 58,300 | .29 |
| 95 | FT. WAYNE | 57,300 | .28 |
| 96 | SAVANNAH | 57,000 | .28 |
| 97 | WACO-TEMPLE-BRYAN | 56,200 | .28 |
| 98 | MONTGOMERY-SELMA | 55,400 | .27 |
| 99 | CHARLESTON, SC | 54,700 | .27 |
| 100 | COLORADO SPRINGS-PUEBLO | 53,700 | .27 |
| 101 | AUGUSTA | 53,500 | .27 |
| 102 | MADISON | 53,000 | .26 |
| 103 | BURLINGTON-PLATTSBURGH | 52,800 | .26 |
| 104 | GREENVILLE-NEW BERN-WASHINGTON | 51,800 | .26 |
| 105 | LANSING | 51,600 | .26 |
| 106 | SIOUX FALLS-MITCHELL | 50,800 | .25 |
| 107 | LAFAYETTE, LA | 50,300 | .25 |
| 108 | CORPUS CHRISTI | 49,900 | .25 |
| 109 | LINCOLN-HASTINGS-KEARNEY | 49,800 | .25 |
| 109 | SPRINGFIELD, MA | 49,800 | .25 |
| 111 | PEORIA-BLOOMINGTON | 49,200 | .24 |
| 112 | SALINAS-MONTEREY | 48,500 | .24 |
| 113 | FARGO | 47,700 | .24 |
| 114 | TALLAHASSEE-THOMASVILLE | 47,200 | .23 |
| 115 | MONROE-EL DORADO | 46,700 | .23 |
| 116 | TYLER-LONGVIEW-JACKSONVILLE | 46,700 | .23 |
| 117 | MACON | 46,500 | .23 |
| 118 | COLUMBUS-TUPELO | 44,300 | .22 |
| 119 | BAKERSFIELD | 43,700 | .22 |
| 120 | COLUMBUS, GA | 43,400 | .22 |
| 121 | FT. SMITH | 43,300 | .21 |
| 122 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 42,200 | .21 |
| 123 | AMARILLO | 40,700 | .20 |
| 124 | FLORENCE-MYRTLE BEACH | 40,500 | .20 |
| 125 | TRAVERSE CITY-CADILLAC | 40,400 | .20 |
| 126 | FT. MYERS-NAPLES | 40,300 | .20 |
| 127 | LA CROSSE-EAU CLAIRE | 39,900 | .20 |
| 128 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 39,300 | .19 |
| 129 | EUGENE | 39,000 | .19 |
| 130 | BOISE | 38,800 | .19 |
| 130 | WAUSAU-RHINELANDER | 38,800 | .19 |
| 132 | BEAUMONT-PORT ARTHUR | 38,500 | .19 |
| 133 | ALBANY, GA | 38,000 | .19 |
| 134 | ODESSA-MIDLAND | 37,700 | .19 |
| 135 | DULUTH-SUPERIOR | 37,000 | .18 |
| 136 | IDAHO FALLS-POCATELLO | 36,900 | .18 |
| 137 | BLUEFIELD-BECKLEY-OAK HILL | 36,200 | .18 |
| 137 | SIOUX CITY | 36,200 | .18 |
| 139 | WILMINGTON | 35,800 | .18 |
| 140 | RENO | 35,700 | .18 |
| 141 | WICHITA FALLS-LAWTON | 35,100 | .17 |
| 142 | ERIE | 34,400 | .17 |
| 142 | ROCKFORD | 34,400 | .17 |
| 144 | TERRE HAUTE | 34,300 | .17 |
| 145 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 34,100 | .17 |
| 146 | BINGHAMTON | 33,900 | .17 |
| 147 | CHICO-REDDING | 33,800 | .17 |
| 147 | LUBBOCK | 33,800 | .17 |
| 149 | WHEELING-STEUBENVILLE | 31,800 | .16 |
| 150 | TOPEKA | 31,400 | .16 |
| 151 | JOPLIN-PITTSBURG | 29,700 | .15 |
| 152 | MEDFORD | 28,600 | .14 |
| 153 | BILOXI-GULFPORT-PASCAGOULA | 28,500 | .14 |
| 153 | ROCHESTER-MASON CITY-AUSTIN | 28,500 | .14 |
| 155 | BANGOR | 28,100 | .14 |
| 156 | COLUMBIA-JEFFERSON CITY | 27,600 | .14 |
| 157 | LAUREL-HATTIESBURG | 25,900 | .13 |
| 158 | GREENWOOD-GREENVILLE | 25,200 | .12 |
| 159 | ABILENE-SWEETWATER | 24,900 | .12 |
| 160 | CLARKSBURG-WESTON | 24,300 | .12 |
| 161 | QUINCY-HANNIBAL | 24,000 | .12 |
| 162 | ALEXANDRIA, LA | 22,600 | .11 |
| 163 | UTICA | 22,400 | .11 |
| 164 | DOTHAN | 22,300 | .11 |
| 164 | RAPID CITY | 22,300 | .11 |
| 166 | EL CENTRO-YUMA | 22,200 | .11 |
| 167 | PALM SPRINGS | 22,100 | .11 |
| 168 | WATERTOWN-CARTHAGE | 22,000 | .11 |
| 169 | PANAMA CITY | 21,800 | .11 |
| 170 | LAKE CHARLES | 21,500 | .11 |
| 171 | BILLINGS-HARDIN | 20,500 | .10 |
| 172 | ELMIRA | 20,200 | .10 |
| 173 | SALISBURY | 18,500 | .09 |
| 174 | HARRISONBURG | 18,100 | .09 |
| 175 | MERIDIAN | 18,000 | .09 |
| 176 | LAREDO | 17,900 | .09 |
| 177 | ARDMORE-ADA | 16,800 | .08 |
| 178 | MISSOULA | 16,600 | .08 |
| 179 | JONESBORO | 16,300 | .08 |
| 180 | GAINESVILLE | 16,100 | .08 |
| 181 | GREAT FALLS | 15,000 | .07 |
| 182 | GRAND JUNCTION-DURANGO | 14,900 | .07 |
| 183 | SARASOTA | 14,500 | .07 |
| 184 | JACKSON, TN | 12,900 | .06 |
| 184 | PARKERSBURG | 12,900 | .06 |
| 186 | MARQUETTE | 12,700 | .06 |
| 187 | TUSCALOOSA | 12,500 | .06 |
| 188 | SAN ANGELO | 11,400 | .06 |
| 189 | EUREKA | 11,000 | .05 |
| 190 | BOWLING GREEN | 10,800 | .05 |
| 191 | ANNISTON | 10,400 | .05 |
| 191 | BUTTE | 10,400 | .05 |
| 191 | ST. JOSEPH | 10,400 | .05 |
| 194 | CASPER-RIVERTON | 10,200 | .05 |
| 195 | LIMA | 9,800 | .05 |
| 196 | CHEYENNE-SCOTTSBLUFF (STERLING) | 9,700 | .05 |
| 197 | TWIN FALLS | 9,500 | .05 |
| 198 | FLAGSTAFF | 9,300 | .05 |
| 199 | LAFAYETTE, IN | 8,800 | .04 |
| 200 | HAGERSTOWN | 8,700 | .04 |
| 201 | PRESQUE ISLE | 7,600 | .04 |
| 202 | ZANESVILLE | 7,200 | .04 |
| 203 | VICTORIA | 7,100 | .04 |
| 204 | OTTUMWA-KIRKSVILLE | 6,800 | .03 |
| 205 | CHARLOTTESVILLE | 6,700 | .03 |
| 206 | MANKATO | 6,500 | .03 |
| 207 | BEND | 6,000 | .03 |
| 208 | HELENA | 4,100 | .02 |
| 209 | NORTH PLATTE | 4,000 | .02 |
| 210 | ALPENA | 3,400 | .02 |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### BLACK TEENS TOTAL

US TOTAL 3,001,500

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 290,700 | 9.69 |
| 2 | CHICAGO | 161,800 | 5.39 |
| 3 | PHILADELPHIA | 108,800 | 3.62 |
| 4 | LOS ANGELES | 104,200 | 3.47 |
| 5 | DETROIT | 102,400 | 3.41 |
| 6 | WASHINGTON, DC | 91,300 | 3.04 |
| 7 | ATLANTA | 89,800 | 2.99 |
| 8 | MEMPHIS | 71,300 | 2.38 |
| 9 | HOUSTON | 71,000 | 2.37 |
| 10 | DALLAS-FT. WORTH | 62,100 | 2.07 |
| 11 | MIAMI-FT. LAUDERDALE | 60,800 | 2.03 |
| 12 | NEW ORLEANS | 59,100 | 1.97 |
| 13 | RALEIGH-DURHAM | 58,800 | 1.96 |
| 14 | BALTIMORE | 56,100 | 1.87 |
| 15 | CLEVELAND | 48,300 | 1.61 |
| 16 | ST. LOUIS | 47,500 | 1.58 |
| 17 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 46,200 | 1.54 |
| 18 | SAN FRANCISCO-OAKLAND-SAN JOSE | 43,700 | 1.46 |
| 19 | JACKSON, MS | 41,300 | 1.38 |
| 20 | CHARLOTTE | 38,700 | 1.29 |
| 21 | BIRMINGHAM | 33,900 | 1.13 |
| 22 | COLUMBIA, SC | 33,300 | 1.11 |
| 23 | SHREVEPORT-TEXARKANA | 31,900 | 1.06 |
| 24 | RICHMOND | 30,400 | 1.01 |
| 25 | TAMPA-ST. PETERSBURG | 29,400 | .98 |
| 26 | MONTGOMERY-SELMA | 28,600 | .95 |
| 27 | MOBILE-PENSACOLA | 28,500 | .95 |
| 28 | GREENVILLE-SPARTANBURG-ASHEVILLE | 26,700 | .89 |
| 28 | MILWAUKEE | 26,700 | .89 |
| 30 | ORLANDO-DAYTONA BEACH-MELBOURNE | 26,300 | .88 |
| 31 | BATON ROUGE | 25,800 | .86 |
| 32 | JACKSONVILLE | 25,600 | .85 |
| 33 | LITTLE ROCK | 25,400 | .85 |
| 34 | AUGUSTA | 23,700 | .79 |
| 35 | GREENSBORO-WINSTON SALEM-HIGH POINT | 23,500 | .78 |
| 36 | CHARLESTON, SC | 23,300 | .78 |
| 37 | SAVANNAH | 22,500 | .75 |
| 38 | BOSTON | 22,000 | .73 |
| 39 | NASHVILLE | 21,700 | .72 |
| 40 | KANSAS CITY | 21,400 | .71 |
| 41 | INDIANAPOLIS | 21,300 | .71 |
| 42 | COLUMBUS, GA | 20,700 | .69 |
| 43 | MACON | 20,400 | .68 |
| 44 | CINCINNATI | 20,000 | .67 |
| 45 | GREENVILLE-NEW BERN-WASHINGTON | 19,700 | .66 |
| 46 | MONROE-EL DORADO | 19,100 | .64 |
| 47 | TALLAHASSEE-THOMASVILLE | 18,600 | .62 |
| 48 | HARTFORD-NEW HAVEN | 18,100 | .60 |
| 49 | GREENWOOD-GREENVILLE | 18,000 | .60 |
| 50 | FLORENCE-MYRTLE BEACH | 17,600 | .59 |
| 51 | COLUMBUS-TUPELO | 17,300 | .58 |
| 52 | PITTSBURGH | 17,100 | .57 |
| 53 | ALBANY, GA | 17,000 | .57 |
| 53 | COLUMBUS, OH | 17,000 | .57 |
| 55 | SACRAMENTO-STOCKTON | 16,300 | .54 |
| 56 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 15,900 | .53 |
| 57 | LOUISVILLE | 15,200 | .51 |
| 58 | LAFAYETTE, LA | 15,100 | .50 |
| 59 | FLINT-SAGINAW-BAY CITY | 14,900 | .50 |
| 60 | ROANOKE-LYNCHBURG | 14,400 | .48 |
| 61 | BUFFALO | 12,800 | .43 |
| 61 | SAN DIEGO | 12,800 | .43 |
| 63 | DAYTON | 12,700 | .42 |
| 64 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 12,500 | .42 |
| 64 | SEATTLE-TACOMA | 12,500 | .42 |
| 66 | OKLAHOMA CITY | 11,800 | .39 |
| 67 | WACO-TEMPLE-BRYAN | 11,500 | .38 |
| 68 | WILMINGTON | 11,100 | .37 |
| 69 | BEAUMONT-PORT ARTHUR | 10,800 | .36 |
| 69 | TYLER-LONGVIEW-JACKSONVILLE | 10,800 | .36 |
| 71 | LAUREL-HATTIESBURG | 10,100 | .34 |
| 72 | MINNEAPOLIS-ST. PAUL | 10,000 | .33 |
| 73 | ROCHESTER, NY | 9,900 | .33 |
| 74 | HUNTSVILLE-DECATUR-FLORENCE | 9,700 | .32 |
| 75 | DENVER | 9,100 | .30 |
| 76 | AUSTIN, TX | 8,500 | .28 |
| 76 | SAN ANTONIO | 8,500 | .28 |
| 78 | MERIDIAN | 8,300 | .28 |
| 78 | PHOENIX | 8,300 | .28 |
| 80 | TOLEDO | 8,100 | .27 |
| 80 | TULSA | 8,100 | .27 |
| 82 | BILOXI-GULFPORT-PASCAGOULA | 7,500 | .25 |
| 82 | LAS VEGAS | 7,500 | .25 |
| 84 | CHATTANOOGA | 7,300 | .24 |
| 84 | SOUTH BEND-ELKHART | 7,300 | .24 |
| 86 | YOUNGSTOWN | 7,000 | .23 |
| 87 | SPRINGFIELD-DECATUR-CHAMPAIGN | 6,500 | .22 |
| 88 | ALEXANDRIA, LA | 6,300 | .21 |
| 89 | DOTHAN | 5,900 | .20 |
| 89 | HARRISBURG-YORK-LANCASTER-LEBANON | 5,900 | .20 |
| 91 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 5,700 | .19 |
| 92 | FRESNO-VISALIA | 5,600 | .19 |
| 93 | OMAHA | 5,500 | .18 |
| 94 | LAKE CHARLES | 5,300 | .18 |
| 95 | PORTLAND, OR | 5,100 | .17 |
| 96 | ALBANY-SCHENECTADY-TROY | 5,000 | .17 |
| 96 | SYRACUSE | 5,000 | .17 |
| 98 | LEXINGTON | 4,900 | .16 |
| 99 | SALISBURY | 4,800 | .16 |
| 100 | PROVIDENCE-NEW BEDFORD | 4,500 | .15 |
| 100 | WICHITA-HUTCHINSON | 4,500 | .15 |
| 102 | TUSCALOOSA | 4,300 | .14 |
| 103 | FT. MYERS-NAPLES | 4,200 | .14 |
| 103 | GAINESVILLE | 4,200 | .14 |
| 103 | KNOXVILLE | 4,200 | .14 |
| 103 | LANSING | 4,200 | .14 |
| 107 | WICHITA FALLS-LAWTON | 4,100 | .14 |
| 108 | FT. WAYNE | 4,000 | .13 |
| 108 | PANAMA CITY | 4,000 | .13 |
| 108 | PEORIA-BLOOMINGTON | 4,000 | .13 |
| 111 | SPRINGFIELD, MA | 3,900 | .13 |
| 112 | EVANSVILLE | 3,500 | .12 |
| 113 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,300 | .11 |
| 113 | JACKSON, TN | 3,300 | .11 |
| 113 | ROCKFORD | 3,300 | .11 |
| 116 | LUBBOCK | 2,900 | .10 |
| 117 | ALBUQUERQUE | 2,800 | .09 |
| 117 | COLORADO SPRINGS-PUEBLO | 2,800 | .09 |
| 119 | CHARLESTON-HUNTINGTON | 2,700 | .09 |
| 120 | BAKERSFIELD | 2,600 | .09 |
| 121 | TUCSON | 2,500 | .08 |
| 122 | ANNISTON | 2,400 | .08 |
| 122 | TOPEKA | 2,400 | .08 |
| 124 | BLUEFIELD-BECKLEY-OAK HILL | 2,000 | .07 |
| 124 | EL PASO | 2,000 | .07 |
| 124 | MADISON | 2,000 | .07 |
| 124 | ODESSA-MIDLAND | 2,000 | .07 |
| 128 | AMARILLO | 1,900 | .06 |
| 128 | ERIE | 1,900 | .06 |
| 128 | SALINAS-MONTEREY | 1,900 | .06 |
| 131 | DES MOINES | 1,800 | .06 |
| 132 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,700 | .06 |
| 133 | CORPUS CHRISTI | 1,600 | .05 |
| 134 | COLUMBIA-JEFFERSON CITY | 1,500 | .05 |
| 135 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 1,300 | .04 |
| 135 | CHARLOTTESVILLE | 1,300 | .04 |
| 135 | LIMA | 1,300 | .04 |
| 135 | SALT LAKE CITY | 1,300 | .04 |
| 135 | SARASOTA | 1,300 | .04 |
| 140 | ABILENE-SWEETWATER | 1,200 | .04 |
| 140 | FT. SMITH | 1,200 | .04 |
| 140 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 1,200 | .04 |
| 140 | WILKES BARRE-SCRANTON | 1,200 | .04 |
| 144 | UTICA | 1,000 | .03 |
| 144 | WHEELING-STEUBENVILLE | 1,000 | .03 |
| 146 | RENO | 900 | .03 |
| 146 | SPRINGFIELD, MO | 900 | .03 |
| 148 | ARDMORE-ADA | 800 | .03 |
| 148 | BINGHAMTON | 800 | .03 |
| 148 | BOWLING GREEN | 800 | .03 |
| 148 | HARRISONBURG | 800 | .03 |
| 148 | JONESBORO | 800 | .03 |
| 153 | JOHNSTOWN-ALTOONA | 700 | .02 |
| 153 | LINCOLN-HASTINGS-KEARNEY | 700 | .02 |
| 153 | PALM SPRINGS | 700 | .02 |
| 156 | ELMIRA | 600 | .02 |
| 156 | SPOKANE | 600 | .02 |
| 158 | QUINCY-HANNIBAL | 500 | .02 |
| 158 | TERRE HAUTE | 500 | .02 |
| 158 | VICTORIA | 500 | .02 |
| 158 | WATERTOWN-CARTHAGE | 500 | .02 |
| 158 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 500 | .02 |
| 163 | CHICO-REDDING | 400 | .01 |
| 163 | EL CENTRO-YUMA | 400 | .01 |
| 163 | PORTLAND-POLAND SPRING | 400 | .01 |
| 163 | SAN ANGELO | 400 | .01 |
| 163 | ZANESVILLE | 400 | .01 |
| 168 | BOISE | 300 | .01 |
| 168 | CLARKSBURG-WESTON | 300 | .01 |
| 168 | FARGO | 300 | .01 |
| 168 | GREEN BAY-APPLETON | 300 | .01 |
| 168 | HAGERSTOWN | 300 | .01 |
| 168 | JOPLIN-PITTSBURG | 300 | .01 |
| 168 | ST. JOSEPH | 300 | .01 |
| 168 | SIOUX CITY | 300 | .01 |
| 176 | BURLINGTON-PLATTSBURGH | 200 | .01 |
| 176 | CHEYENNE-SCOTTSBLUFF (STERLING) | 200 | .01 |
| 176 | DULUTH-SUPERIOR | 200 | .01 |
| 176 | EUGENE | 200 | .01 |
| 176 | EUREKA | 200 | .01 |
| 176 | GREAT FALLS | 200 | .01 |
| 176 | IDAHO FALLS-POCATELLO | 200 | .01 |
| 176 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 200 | .01 |
| 176 | OTTUMWA-KIRKSVILLE | 200 | .01 |
| 176 | RAPID CITY | 200 | .01 |
| 176 | WAUSAU-RHINELANDER | 200 | .01 |
| 187 | BANGOR | 100 | - |
| 187 | GRAND JUNCTION-DURANGO | 100 | - |
| 187 | LA CROSSE-EAU CLAIRE | 100 | - |
| 187 | LAFAYETTE, IN | 100 | - |
| 187 | MEDFORD | 100 | - |
| 187 | MISSOULA | 100 | - |
| 187 | PARKERSBURG | 100 | - |
| 187 | ROCHESTER-MASON CITY-AUSTIN | 100 | - |
| 187 | SIOUX FALLS-MITCHELL | 100 | - |
| 187 | TRAVERSE CITY-CADILLAC | 100 | - |
| 197 | ALPENA | | |
| 197 | BEND | | |
| 197 | BILLINGS-HARDIN | | |
| 197 | BUTTE | | |
| 197 | CASPER-RIVERTON | | |
| 197 | FLAGSTAFF | | |
| 197 | HELENA | | |
| 197 | LAREDO | | |
| 197 | MANKATO | | |
| 197 | MARQUETTE | | |
| 197 | MCALLEN-BROWNSVILLE: LRGV | | |
| 197 | NORTH PLATTE | | |
| 197 | PRESQUE ISLE | | |
| 197 | TWIN FALLS | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC TEENS TOTAL

US TOTAL 2,396,700

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 507,800 | 21.19 |
| 2 | NEW YORK | 269,600 | 11.25 |
| 3 | CHICAGO | 101,900 | 4.25 |
| 4 | HOUSTON | 92,300 | 3.85 |
| 4 | SAN ANTONIO | 92,300 | 3.85 |
| 6 | MIAMI-FT. LAUDERDALE | 86,900 | 3.63 |
| 7 | SAN FRANCISCO-OAKLAND-SAN JOSE | 85,800 | 3.58 |
| 8 | MCALLEN-BROWNSVILLE: LRGV | 85,200 | 3.55 |
| 9 | EL PASO | 63,400 | 2.65 |
| 10 | DALLAS-FT. WORTH | 60,000 | 2.50 |
| 11 | FRESNO-VISALIA | 57,500 | 2.40 |
| 12 | SAN DIEGO | 55,000 | 2.29 |
| 13 | ALBUQUERQUE | 52,800 | 2.20 |
| 14 | PHOENIX | 49,900 | 2.08 |
| 15 | SACRAMENTO-STOCKTON | 46,200 | 1.93 |
| 16 | PHILADELPHIA | 33,300 | 1.39 |
| 17 | DENVER | 32,000 | 1.34 |
| 18 | CORPUS CHRISTI | 31,600 | 1.32 |
| 19 | BOSTON | 25,800 | 1.08 |
| 20 | TUCSON | 25,000 | 1.04 |
| 21 | WASHINGTON, DC | 20,800 | .87 |
| 22 | SALINAS-MONTEREY | 20,600 | .86 |
| 23 | AUSTIN, TX | 19,900 | .83 |
| 24 | TAMPA-ST. PETERSBURG | 17,800 | .74 |
| 25 | LAREDO | 16,900 | .71 |
| 26 | HARTFORD-NEW HAVEN | 16,800 | .70 |
| 27 | BAKERSFIELD | 16,600 | .69 |
| 28 | ODESSA-MIDLAND | 16,000 | .67 |
| 29 | ORLANDO-DAYTONA BEACH-MELBOURNE | 15,300 | .64 |
| 30 | EL CENTRO-YUMA | 15,100 | .63 |
| 31 | LUBBOCK | 13,600 | .57 |
| 32 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 12,500 | .52 |
| 33 | SEATTLE-TACOMA | 11,400 | .48 |
| 34 | COLORADO SPRINGS-PUEBLO | 11,300 | .47 |
| 34 | SALT LAKE CITY | 11,300 | .47 |
| 36 | PALM SPRINGS | 10,900 | .45 |
| 37 | AMARILLO | 10,200 | .43 |
| 38 | DETROIT | 10,100 | .42 |
| 39 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 9,500 | .40 |
| 40 | PORTLAND, OR | 9,200 | .38 |
| 41 | MILWAUKEE | 9,000 | .38 |
| 42 | WACO-TEMPLE-BRYAN | 8,900 | .37 |
| 43 | LAS VEGAS | 8,600 | .36 |
| 44 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 8,000 | .33 |
| 45 | CLEVELAND | 6,900 | .29 |
| 46 | SPRINGFIELD, MA | 6,800 | .28 |
| 47 | PROVIDENCE-NEW BEDFORD | 6,500 | .27 |
| 48 | ATLANTA | 6,200 | .26 |
| 49 | WICHITA-HUTCHINSON | 6,100 | .25 |
| 50 | KANSAS CITY | 5,600 | .23 |
| 51 | ABILENE-SWEETWATER | 5,500 | .23 |
| 51 | MINNEAPOLIS-ST. PAUL | 5,500 | .23 |
| 53 | TOLEDO | 5,300 | .22 |
| 54 | FT. MYERS-NAPLES | 5,200 | .22 |
| 54 | NEW ORLEANS | 5,200 | .22 |
| 56 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 5,100 | .21 |
| 56 | OKLAHOMA CITY | 5,100 | .21 |
| 58 | FLINT-SAGINAW-BAY CITY | 4,400 | .18 |
| 58 | RENO | 4,400 | .18 |
| 60 | SAN ANGELO | 4,200 | .18 |
| 61 | HARRISBURG-YORK-LANCASTER-LEBANON | 4,000 | .17 |
| 62 | CHICO-REDDING | 3,700 | .15 |
| 63 | ROCHESTER, NY | 3,600 | .15 |
| 63 | WICHITA FALLS-LAWTON | 3,600 | .15 |
| 65 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 3,500 | .15 |
| 65 | TYLER-LONGVIEW-JACKSONVILLE | 3,500 | .15 |
| 67 | BUFFALO | 3,400 | .14 |
| 68 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,300 | .14 |
| 69 | BOISE | 3,100 | .13 |
| 69 | ST. LOUIS | 3,100 | .13 |
| 69 | SPOKANE | 3,100 | .13 |
| 72 | IDAHO FALLS-POCATELLO | 2,900 | .12 |
| 72 | VICTORIA | 2,900 | .12 |
| 74 | BALTIMORE | 2,700 | .11 |
| 74 | RALEIGH-DURHAM | 2,700 | .11 |
| 76 | ALBANY-SCHENECTADY-TROY | 2,400 | .10 |
| 77 | LANSING | 2,300 | .10 |
| 78 | TULSA | 2,200 | .09 |
| 79 | JACKSONVILLE | 2,100 | .09 |
| 80 | OMAHA | 2,000 | .08 |
| 81 | GRAND JUNCTION-DURANGO | 1,900 | .08 |
| 81 | MEDFORD | 1,900 | .08 |
| 83 | SHREVEPORT-TEXARKANA | 1,800 | .08 |
| 84 | BEAUMONT-PORT ARTHUR | 1,700 | .07 |
| 84 | INDIANAPOLIS | 1,700 | .07 |
| 86 | ROCKFORD | 1,600 | .07 |
| 86 | TOPEKA | 1,600 | .07 |
| 88 | FT. WAYNE | 1,500 | .06 |
| 88 | PITTSBURGH | 1,500 | .06 |
| 88 | SOUTH BEND-ELKHART | 1,500 | .06 |
| 88 | SYRACUSE | 1,500 | .06 |
| 92 | CHARLOTTE | 1,400 | .06 |
| 92 | CHEYENNE-SCOTTSBLUFF (STERLING) | 1,400 | .06 |
| 92 | EUGENE | 1,400 | .06 |
| 95 | DAYTON | 1,300 | .05 |
| 95 | MOBILE-PENSACOLA | 1,300 | .05 |
| 95 | NASHVILLE | 1,300 | .05 |
| 98 | DES MOINES | 1,200 | .05 |
| 98 | MADISON | 1,200 | .05 |
| 100 | COLUMBUS, OH | 1,100 | .05 |
| 100 | SAVANNAH | 1,100 | .05 |
| 102 | FLAGSTAFF | 1,000 | .04 |
| 102 | GREENVILLE-NEW BERN-WASHINGTON | 1,000 | .04 |
| 102 | LINCOLN-HASTINGS-KEARNEY | 1,000 | .04 |
| 102 | TALLAHASSEE-THOMASVILLE | 1,000 | .04 |

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 106 | BILLINGS-HARDIN | 900 | .04 |
| 106 | GREENSBORO-WINSTON SALEM-HIGH POINT | 900 | .04 |
| 106 | MEMPHIS | 900 | .04 |
| 106 | TWIN FALLS | 900 | .04 |
| 106 | WILKES BARRE-SCRANTON | 900 | .04 |
| 106 | YOUNGSTOWN | 900 | .04 |
| 112 | ALBANY, GA | 800 | .03 |
| 112 | ALEXANDRIA, LA | 800 | .03 |
| 112 | BATON ROUGE | 800 | .03 |
| 112 | CINCINNATI | 800 | .03 |
| 112 | COLUMBUS, GA | 800 | .03 |
| 112 | FARGO | 800 | .03 |
| 112 | FT. SMITH | 800 | .03 |
| 112 | GREEN BAY-APPLETON | 800 | .03 |
| 112 | GREENVILLE-SPARTANBURG-ASHEVILLE | 800 | .03 |
| 112 | RICHMOND | 800 | .03 |
| 122 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 700 | .03 |
| 122 | CHARLESTON, SC | 700 | .03 |
| 122 | EUREKA | 700 | .03 |
| 122 | GAINESVILLE | 700 | .03 |
| 122 | LITTLE ROCK | 700 | .03 |
| 122 | PEORIA-BLOOMINGTON | 700 | .03 |
| 122 | PORTLAND-POLAND SPRING | 700 | .03 |
| 122 | SPRINGFIELD-DECATUR-CHAMPAIGN | 700 | .03 |
| 130 | CASPER-RIVERTON | 600 | .03 |
| 130 | KNOXVILLE | 600 | .03 |
| 130 | LA CROSSE-EAU CLAIRE | 600 | .03 |
| 130 | LOUISVILLE | 600 | .03 |
| 130 | RAPID CITY | 600 | .03 |
| 130 | ROCHESTER-MASON CITY-AUSTIN | 600 | .03 |
| 136 | AUGUSTA | 500 | .02 |
| 136 | BIRMINGHAM | 500 | .02 |
| 136 | COLUMBIA, SC | 500 | .02 |
| 136 | HUNTSVILLE-DECATUR-FLORENCE | 500 | .02 |
| 136 | JOPLIN-PITTSBURG | 500 | .02 |
| 136 | LAFAYETTE, LA | 500 | .02 |
| 136 | PANAMA CITY | 500 | .02 |
| 136 | SARASOTA | 500 | .02 |
| 144 | BINGHAMTON | 400 | .02 |
| 144 | BURLINGTON-PLATTSBURGH | 400 | .02 |
| 144 | CHATTANOOGA | 400 | .02 |
| 144 | ERIE | 400 | .02 |
| 144 | GREAT FALLS | 400 | .02 |
| 144 | MACON | 400 | .02 |
| 144 | SALISBURY | 400 | .02 |
| 144 | TRAVERSE CITY-CADILLAC | 400 | .02 |
| 144 | UTICA | 400 | .02 |
| 153 | ARDMORE-ADA | 300 | .01 |
| 153 | BILOXI-GULFPORT-PASCAGOULA | 300 | .01 |
| 153 | CHARLESTON-HUNTINGTON | 300 | .01 |
| 153 | COLUMBUS-TUPELO | 300 | .01 |
| 153 | DOTHAN | 300 | .01 |
| 153 | DULUTH-SUPERIOR | 300 | .01 |
| 153 | EVANSVILLE | 300 | .01 |
| 153 | JOHNSTOWN-ALTOONA | 300 | .01 |
| 153 | LAKE CHARLES | 300 | .01 |
| 153 | LEXINGTON | 300 | .01 |
| 153 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 300 | .01 |
| 153 | ROANOKE-LYNCHBURG | 300 | .01 |
| 153 | SIOUX FALLS-MITCHELL | 300 | .01 |
| 153 | SPRINGFIELD, MO | 300 | .01 |
| 167 | BANGOR | 200 | .01 |
| 167 | BEND | 200 | .01 |
| 167 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 200 | .01 |
| 167 | BUTTE | 200 | .01 |
| 167 | COLUMBIA-JEFFERSON CITY | 200 | .01 |
| 167 | ELMIRA | 200 | .01 |
| 167 | GREENWOOD-GREENVILLE | 200 | .01 |
| 167 | HAGERSTOWN | 200 | .01 |
| 167 | JACKSON, MS | 200 | .01 |
| 167 | LAFAYETTE, IN | 200 | .01 |
| 167 | MISSOULA | 200 | .01 |
| 167 | MONROE-EL DORADO | 200 | .01 |
| 167 | MONTGOMERY-SELMA | 200 | .01 |
| 167 | NORTH PLATTE | 200 | .01 |
| 167 | QUINCY-HANNIBAL | 200 | .01 |
| 167 | ST. JOSEPH | 200 | .01 |
| 167 | SIOUX CITY | 200 | .01 |
| 167 | WATERTOWN-CARTHAGE | 200 | .01 |
| 167 | WILMINGTON | 200 | .01 |
| 186 | BLUEFIELD-BECKLEY-OAK HILL | 100 | - |
| 186 | CHARLOTTESVILLE | 100 | - |
| 186 | HARRISONBURG | 100 | - |
| 186 | JACKSON, TN | 100 | - |
| 186 | JONESBORO | 100 | - |
| 186 | LIMA | 100 | - |
| 186 | MERIDIAN | 100 | - |
| 186 | WAUSAU-RHINELANDER | 100 | - |
| 186 | WHEELING-STEUBENVILLE | 100 | - |
| 195 | ALPENA | | |
| 195 | ANNISTON | | |
| 195 | BOWLING GREEN | | |
| 195 | CLARKSBURG-WESTON | | |
| 195 | FLORENCE-MYRTLE BEACH | | |
| 195 | HELENA | | |
| 195 | LAUREL-HATTIESBURG | | |
| 195 | MANKATO | | |
| 195 | MARQUETTE | | |
| 195 | MINOT-BISMARCK-DICKINSON-GLENDIVE | | |
| 195 | OTTUMWA-KIRKSVILLE | | |
| 195 | PARKERSBURG | | |
| 195 | PRESQUE ISLE | | |
| 195 | TERRE HAUTE | | |
| 195 | TUSCALOOSA | | |
| 195 | ZANESVILLE | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL CHILD TOTAL

US TOTAL 36,169,600

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US | ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|---|---|---|---|
| 1 | NEW YORK | 2,373,800 | 6.56 | 106 | AUGUSTA | 92,200 | .25 |
| 2 | LOS ANGELES | 2,216,800 | 6.13 | 107 | GREENVILLE-NEW BERN-WASHINGTON | 91,400 | .25 |
| 3 | CHICAGO | 1,235,000 | 3.41 | 107 | SPRINGFIELD, MA | 91,400 | .25 |
| 4 | PHILADELPHIA | 985,300 | 2.72 | 109 | BAKERSFIELD | 90,600 | .25 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 781,700 | 2.16 | 110 | LINCOLN-HASTINGS-KEARNEY | 90,300 | .25 |
| 6 | DALLAS-FT. WORTH | 738,300 | 2.04 | 111 | MONTGOMERY-SELMA | 90,200 | .25 |
| 7 | BOSTON | 735,100 | 2.03 | 112 | CORPUS CHRISTI | 88,200 | .24 |
| 8 | HOUSTON | 671,800 | 1.86 | 113 | FARGO | 88,000 | .24 |
| 9 | DETROIT | 670,500 | 1.85 | 114 | PEORIA-BLOOMINGTON | 82,600 | .23 |
| 10 | WASHINGTON, DC | 652,800 | 1.80 | 115 | TYLER-LONGVIEW-JACKSONVILLE | 81,100 | .22 |
| 11 | MINNEAPOLIS-ST. PAUL | 582,100 | 1.61 | 116 | TALLAHASSEE-THOMASVILLE | 79,400 | .22 |
| 12 | ATLANTA | 574,100 | 1.59 | 117 | MACON | 78,200 | .22 |
| 13 | CLEVELAND | 533,800 | 1.48 | 118 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 77,900 | .22 |
| 14 | SEATTLE-TACOMA | 520,000 | 1.44 | 119 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 77,200 | .21 |
| 15 | SACRAMENTO-STOCKTON | 469,300 | 1.30 | 120 | MONROE-EL DORADO | 76,900 | .21 |
| 16 | ST. LOUIS | 444,900 | 1.23 | 121 | AMARILLO | 75,800 | .21 |
| 17 | MIAMI-FT.LAUDERDALE | 428,400 | 1.18 | 122 | COLUMBUS, GA | 74,400 | .21 |
| 18 | PHOENIX | 415,400 | 1.15 | 123 | FT. MYERS-NAPLES | 74,200 | .21 |
| 19 | SALT LAKE CITY | 390,700 | 1.08 | 124 | COLUMBUS-TUPELO | 72,700 | .20 |
| 20 | DENVER | 387,800 | 1.07 | 125 | FT. SMITH | 72,500 | .20 |
| 21 | PITTSBURGH | 365,500 | 1.01 | 126 | LA CROSSE-EAU CLAIRE | 72,100 | .20 |
| 22 | BALTIMORE | 363,900 | 1.01 | 127 | TRAVERSE CITY-CADILLAC | 71,700 | .20 |
| 23 | SAN DIEGO | 363,800 | 1.01 | 128 | ODESSA-MIDLAND | 71,000 | .20 |
| 24 | TAMPA-ST.PETERSBURG | 352,600 | .97 | 129 | RENO | 70,900 | .20 |
| 25 | PORTLAND, OR | 324,800 | .90 | 130 | EUGENE | 69,200 | .19 |
| 26 | INDIANAPOLIS | 323,100 | .89 | 131 | BOISE | 68,000 | .19 |
| 27 | HARTFORD-NEW HAVEN | 319,400 | .88 | 132 | WAUSAU-RHINELANDER | 67,700 | .19 |
| 28 | CINCINNATI | 313,200 | .87 | 133 | BEAUMONT-PORT ARTHUR | 67,200 | .19 |
| 29 | MILWAUKEE | 312,100 | .86 | 134 | SIOUX CITY | 66,000 | .18 |
| 30 | ORLANDO-DAYTONA BEACH-MELBOURNE | 303,900 | .84 | 135 | IDAHO FALLS-POCATELLO | 64,000 | .18 |
| 31 | KANSAS CITY | 299,400 | .83 | 136 | CHICO-REDDING | 63,800 | .18 |
| 32 | SAN ANTONIO | 284,600 | .79 | 137 | WICHITA FALLS-LAWTON | 63,400 | .18 |
| 33 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 274,500 | .76 | 138 | LUBBOCK | 62,700 | .17 |
| 34 | RALEIGH-DURHAM | 272,200 | .75 | 139 | ALBANY, GA | 62,000 | .17 |
| 35 | NEW ORLEANS | 269,800 | .75 | 140 | FLORENCE-MYRTLE BEACH | 61,800 | .17 |
| 36 | NASHVILLE | 269,700 | .75 | 141 | ROCKFORD | 61,600 | .17 |
| 37 | CHARLOTTE | 268,100 | .74 | 141 | TOPEKA | 61,600 | .17 |
| 38 | COLUMBUS, OH | 266,800 | .74 | 143 | DULUTH-SUPERIOR | 61,400 | .17 |
| 39 | MEMPHIS | 262,100 | .72 | 144 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 60,700 | .17 |
| 40 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 259,200 | .72 | 145 | BINGHAMTON | 60,000 | .17 |
| 41 | FRESNO-VISALIA | 258,200 | .71 | 146 | ERIE | 58,700 | .16 |
| 42 | ALBUQUERQUE | 241,900 | .67 | 147 | TERRE HAUTE | 57,500 | .16 |
| 43 | BUFFALO | 228,800 | .63 | 148 | WILMINGTON | 55,000 | .15 |
| 44 | GREENVILLE-SPARTANBURG-ASHEVILLE | 225,200 | .62 | 149 | ROCHESTER-MASON CITY-AUSTIN | 54,600 | .15 |
| 45 | OKLAHOMA CITY | 223,600 | .62 | 150 | COLUMBIA-JEFFERSON CITY | 52,000 | .14 |
| 46 | LOUISVILLE | 210,200 | .58 | 151 | JOPLIN-PITTSBURG | 51,700 | .14 |
| 47 | HARRISBURG-YORK-LANCASTER-LEBANON | 202,100 | .56 | 152 | WHEELING-STEUBENVILLE | 49,000 | .14 |
| 48 | PROVIDENCE-NEW BEDFORD | 199,600 | .55 | 153 | MEDFORD | 48,600 | .13 |
| 49 | DAYTON | 195,900 | .54 | 154 | BILOXI-GULFPORT-PASCAGOULA | 48,100 | .13 |
| 50 | BIRMINGHAM | 190,400 | .53 | 155 | BLUEFIELD-BECKLEY-OAK HILL | 47,800 | .13 |
| 50 | JACKSONVILLE | 190,400 | .53 | 156 | BANGOR | 47,500 | .13 |
| 52 | FLINT-SAGINAW-BAY CITY | 188,300 | .52 | 157 | PALM SPRINGS | 46,500 | .13 |
| 53 | ALBANY-SCHENECTADY-TROY | 176,500 | .49 | 158 | ABILENE-SWEETWATER | 44,600 | .12 |
| 54 | WICHITA-HUTCHINSON | 176,300 | .49 | 159 | LAUREL-HATTIESBURG | 42,800 | .12 |
| 55 | TULSA | 174,600 | .48 | 160 | GREENWOOD-GREENVILLE | 42,700 | .12 |
| 56 | WILKES BARRE-SCRANTON | 174,500 | .48 | 161 | ALEXANDRIA, LA | 41,500 | .11 |
| 57 | LITTLE ROCK | 173,200 | .48 | 162 | RAPID CITY | 40,600 | .11 |
| 58 | CHARLESTON-HUNTINGTON | 172,800 | .48 | 163 | QUINCY-HANNIBAL | 40,400 | .11 |
| 59 | MOBILE-PENSACOLA | 170,100 | .47 | 164 | UTICA | 39,500 | .11 |
| 60 | GREENSBORO-WINSTON SALEM-HIGH POINT | 169,900 | .47 | 165 | WATERTOWN-CARTHAGE | 38,600 | .11 |
| 61 | TOLEDO | 167,200 | .46 | 166 | EL CENTRO-YUMA | 38,200 | .11 |
| 62 | RICHMOND | 161,300 | .45 | 166 | LAKE CHARLES | 38,200 | .11 |
| 63 | GREEN BAY-APPLETON | 158,300 | .44 | 168 | CLARKSBURG-WESTON | 37,000 | .10 |
| 64 | SHREVEPORT-TEXARKANA | 157,000 | .43 | 169 | BILLINGS-HARDIN | 35,800 | .10 |
| 65 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 151,300 | .42 | 169 | PANAMA CITY | 35,800 | .10 |
| 66 | OMAHA | 149,400 | .41 | 171 | DOTHAN | 35,700 | .10 |
| 67 | SYRACUSE | 148,600 | .41 | 172 | ELMIRA | 34,200 | .09 |
| 68 | KNOXVILLE | 145,400 | .40 | 173 | SALISBURY | 33,800 | .09 |
| 69 | AUSTIN, TX | 144,000 | .40 | 174 | HARRISONBURG | 30,800 | .09 |
| 70 | MCALLEN-BROWNSVILLE: LRGV | 143,200 | .40 | 175 | GAINESVILLE | 30,200 | .08 |
| 71 | EL PASO | 138,700 | .38 | 176 | LAREDO | 29,600 | .08 |
| 72 | PORTLAND-POLAND SPRING | 137,300 | .38 | 177 | MISSOULA | 28,900 | .08 |
| 73 | ROCHESTER, NY | 137,200 | .38 | 178 | MERIDIAN | 28,500 | .08 |
| 74 | DES MOINES | 136,300 | .38 | 179 | GREAT FALLS | 28,200 | .08 |
| 75 | JACKSON, MS | 128,100 | .35 | 180 | GRAND JUNCTION-DURANGO | 26,700 | .07 |
| 76 | LEXINGTON | 127,700 | .35 | 181 | ARDMORE-ADA | 26,000 | .07 |
| 77 | SPOKANE | 126,200 | .35 | 182 | SARASOTA | 25,300 | .07 |
| 78 | ROANOKE-LYNCHBURG | 125,100 | .35 | 183 | JONESBORO | 25,100 | .07 |
| 79 | SOUTH BEND-ELKHART | 123,900 | .34 | 184 | EUREKA | 21,500 | .06 |
| 80 | SPRINGFIELD-DECATUR-CHAMPAIGN | 123,200 | .34 | 184 | SAN ANGELO | 21,500 | .06 |
| 81 | BATON ROUGE | 121,600 | .34 | 186 | JACKSON, TN | 21,200 | .06 |
| 82 | COLUMBIA, SC | 120,500 | .33 | 187 | MARQUETTE | 21,000 | .06 |
| 83 | TUCSON | 118,600 | .33 | 188 | PARKERSBURG | 20,100 | .06 |
| 84 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 116,700 | .32 | 188 | TUSCALOOSA | 20,100 | .06 |
| 85 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 115,700 | .32 | 190 | CASPER-RIVERTON | 18,600 | .05 |
| 86 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 115,400 | .32 | 191 | BUTTE | 18,400 | .05 |
| 87 | LAS VEGAS | 114,100 | .32 | 192 | ST. JOSEPH | 18,100 | .05 |
| 88 | SPRINGFIELD, MO | 113,800 | .31 | 193 | CHEYENNE-SCOTTSBLUFF (STERLING) | 17,200 | .05 |
| 89 | CHATTANOOGA | 110,000 | .30 | 194 | FLAGSTAFF | 17,000 | .05 |
| 90 | WACO-TEMPLE-BRYAN | 108,400 | .30 | 195 | BOWLING GREEN | 16,700 | .05 |
| 91 | JOHNSTOWN-ALTOONA | 104,400 | .29 | 195 | TWIN FALLS | 16,700 | .05 |
| 92 | CHARLESTON, SC | 104,200 | .29 | 197 | LIMA | 16,600 | .05 |
| 93 | HUNTSVILLE-DECATUR-FLORENCE | 103,700 | .29 | 198 | ANNISTON | 16,000 | .04 |
| 94 | SAVANNAH | 103,200 | .29 | 198 | HAGERSTOWN | 16,000 | .04 |
| 95 | FT. WAYNE | 100,700 | .28 | 200 | LAFAYETTE, IN | 15,600 | .04 |
| 96 | EVANSVILLE | 100,200 | .28 | 201 | CHARLOTTESVILLE | 13,300 | .04 |
| 97 | MADISON | 99,800 | .28 | 202 | VICTORIA | 12,800 | .04 |
| 98 | COLORADO SPRINGS-PUEBLO | 99,500 | .28 | 203 | ZANESVILLE | 12,200 | .03 |
| 99 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 98,500 | .27 | 204 | PRESQUE ISLE | 11,900 | .03 |
| 100 | YOUNGSTOWN | 97,100 | .27 | 205 | OTTUMWA-KIRKSVILLE | 11,600 | .03 |
| 101 | BURLINGTON-PLATTSBURGH | 95,800 | .26 | 206 | MANKATO | 11,400 | .03 |
| 102 | SALINAS-MONTEREY | 95,600 | .26 | 207 | BEND | 10,600 | .03 |
| 103 | SIOUX FALLS-MITCHELL | 93,600 | .26 | 208 | HELENA | 7,500 | .02 |
| 104 | LAFAYETTE, LA | 93,400 | .26 | 208 | NORTH PLATTE | 7,500 | .02 |
| 105 | LANSING | 92,300 | .26 | 210 | ALPENA | 5,800 | .02 |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK CHILD TOTAL** US TOTAL 5,330,900

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 495,200 | 9.29 |
| 2 | CHICAGO | 276,300 | 5.18 |
| 3 | LOS ANGELES | 201,300 | 3.78 |
| 4 | PHILADELPHIA | 196,700 | 3.69 |
| 5 | WASHINGTON, DC | 168,900 | 3.17 |
| 6 | DETROIT | 164,900 | 3.09 |
| 7 | ATLANTA | 164,600 | 3.09 |
| 8 | HOUSTON | 128,600 | 2.41 |
| 9 | MEMPHIS | 121,500 | 2.28 |
| 10 | MIAMI-FT. LAUDERDALE | 117,200 | 2.20 |
| 11 | DALLAS-FT. WORTH | 116,400 | 2.18 |
| 12 | BALTIMORE | 106,500 | 2.00 |
| 13 | NEW ORLEANS | 104,100 | 1.95 |
| 14 | RALEIGH-DURHAM | 97,300 | 1.83 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 89,400 | 1.68 |
| 16 | CLEVELAND | 84,900 | 1.59 |
| 17 | SAN FRANCISCO-OAKLAND-SAN JOSE | 81,500 | 1.53 |
| 18 | ST. LOUIS | 79,600 | 1.49 |
| 19 | JACKSON, MS | 68,800 | 1.29 |
| 20 | CHARLOTTE | 64,000 | 1.20 |
| 21 | RICHMOND | 56,700 | 1.06 |
| 22 | BIRMINGHAM | 56,600 | 1.06 |
| 23 | SHREVEPORT-TEXARKANA | 55,700 | 1.04 |
| 24 | COLUMBIA, SC | 54,900 | 1.03 |
| 25 | TAMPA-ST. PETERSBURG | 54,600 | 1.02 |
| 26 | MILWAUKEE | 52,300 | .98 |
| 27 | ORLANDO-DAYTONA BEACH-MELBOURNE | 49,000 | .92 |
| 28 | MOBILE-PENSACOLA | 48,500 | .91 |
| 29 | JACKSONVILLE | 48,200 | .90 |
| 30 | BATON ROUGE | 47,100 | .88 |
| 31 | MONTGOMERY-SELMA | 45,200 | .85 |
| 32 | CHARLESTON, SC | 43,300 | .81 |
| 33 | GREENVILLE-SPARTANBURG-ASHEVILLE | 42,500 | .80 |
| 34 | BOSTON | 42,400 | .80 |
| 35 | LITTLE ROCK | 41,600 | .78 |
| 36 | SAVANNAH | 41,100 | .77 |
| 37 | AUGUSTA | 40,000 | .75 |
| 38 | NASHVILLE | 39,800 | .75 |
| 39 | KANSAS CITY | 39,600 | .74 |
| 40 | CINCINNATI | 39,100 | .73 |
| 41 | GREENSBORO-WINSTON SALEM-HIGH POINT | 37,400 | .70 |
| 42 | INDIANAPOLIS | 36,600 | .69 |
| 43 | COLUMBUS, GA | 35,100 | .66 |
| 44 | MACON | 33,800 | .63 |
| 45 | HARTFORD-NEW HAVEN | 33,700 | .63 |
| 46 | GREENVILLE-NEW BERN-WASHINGTON | 32,400 | .61 |
| 47 | MONROE-EL DORADO | 32,000 | .60 |
| 48 | SACRAMENTO-STOCKTON | 31,400 | .59 |
| 49 | PITTSBURGH | 31,100 | .58 |
| 50 | TALLAHASSEE-THOMASVILLE | 30,700 | .58 |
| 51 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 30,300 | .57 |
| 52 | GREENWOOD-GREENVILLE | 30,100 | .56 |
| 53 | COLUMBUS, OH | 30,000 | .56 |
| 54 | LAFAYETTE, LA | 29,400 | .55 |
| 55 | COLUMBUS-TUPELO | 29,100 | .55 |
| 56 | ALBANY, GA | 28,800 | .54 |
| 57 | SAN DIEGO | 28,700 | .54 |
| 58 | FLORENCE-MYRTLE BEACH | 27,300 | .51 |
| 59 | SEATTLE-TACOMA | 26,500 | .50 |
| 60 | LOUISVILLE | 26,400 | .50 |
| 61 | ROANOKE-LYNCHBURG | 25,200 | .47 |
| 62 | FLINT-SAGINAW-BAY CITY | 25,100 | .47 |
| 63 | DAYTON | 23,800 | .45 |
| 64 | OKLAHOMA CITY | 23,600 | .44 |
| 65 | BUFFALO | 22,600 | .42 |
| 66 | MINNEAPOLIS-ST. PAUL | 22,000 | .41 |
| 67 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 21,700 | .41 |
| 67 | WACO-TEMPLE-BRYAN | 21,700 | .41 |
| 69 | BEAUMONT-PORT ARTHUR | 18,400 | .35 |
| 70 | ROCHESTER, NY | 18,300 | .34 |
| 71 | DENVER | 18,200 | .34 |
| 72 | TYLER-LONGVIEW-JACKSONVILLE | 18,100 | .34 |
| 73 | WILMINGTON | 17,000 | .32 |
| 74 | SAN ANTONIO | 16,800 | .32 |
| 75 | LAUREL-HATTIESBURG | 16,500 | .31 |
| 76 | PHOENIX | 16,100 | .30 |
| 77 | HUNTSVILLE-DECATUR-FLORENCE | 15,900 | .30 |
| 78 | TULSA | 15,700 | .29 |
| 79 | AUSTIN, TX | 14,500 | .27 |
| 79 | TOLEDO | 14,500 | .27 |
| 81 | LAS VEGAS | 14,200 | .27 |
| 82 | MERIDIAN | 13,200 | .25 |
| 83 | ALEXANDRIA, LA | 13,100 | .25 |
| 84 | SOUTH BEND-ELKHART | 12,700 | .24 |
| 85 | BILOXI-GULFPORT-PASCAGOULA | 12,500 | .23 |
| 86 | CHATTANOOGA | 12,100 | .23 |
| 87 | HARRISBURG-YORK-LANCASTER-LEBANON | 11,700 | .22 |
| 88 | YOUNGSTOWN | 11,600 | .22 |
| 89 | FRESNO-VISALIA | 11,400 | .21 |
| 90 | SPRINGFIELD-DECATUR-CHAMPAIGN | 11,300 | .21 |
| 91 | OMAHA | 11,000 | .21 |
| 92 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 10,700 | .20 |
| 93 | DOTHAN | 9,900 | .19 |
| 94 | SYRACUSE | 9,700 | .18 |
| 95 | WICHITA-HUTCHINSON | 9,500 | .18 |
| 96 | LAKE CHARLES | 9,400 | .18 |
| 97 | SALISBURY | 9,200 | .17 |
| 98 | PORTLAND, OR | 8,900 | .17 |
| 99 | LEXINGTON | 8,500 | .16 |
| 100 | ALBANY-SCHENECTADY-TROY | 8,300 | .16 |
| 100 | FT. MYERS-NAPLES | 8,300 | .16 |
| 100 | PROVIDENCE-NEW BEDFORD | 8,300 | .16 |
| 103 | GAINESVILLE | 7,600 | .14 |
| 103 | LANSING | 7,600 | .14 |
| 103 | WICHITA FALLS-LAWTON | 7,600 | .14 |
| 106 | SPRINGFIELD, MA | 7,300 | .14 |
| 107 | PEORIA-BLOOMINGTON | 7,200 | .14 |
| 108 | KNOXVILLE | 7,100 | .13 |
| 108 | TUSCALOOSA | 7,100 | .13 |
| 110 | FT. WAYNE | 6,600 | .12 |
| 111 | COLORADO SPRINGS-PUEBLO | 6,300 | .12 |
| 112 | PANAMA CITY | 6,200 | .12 |
| 113 | ROCKFORD | 5,800 | .11 |
| 114 | BAKERSFIELD | 5,600 | .11 |
| 115 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 5,500 | .10 |
| 115 | TOPEKA | 5,500 | .10 |
| 117 | JACKSON, TN | 5,400 | .10 |
| 118 | LUBBOCK | 4,800 | .09 |
| 118 | TUCSON | 4,800 | .09 |
| 120 | EL PASO | 4,600 | .09 |
| 120 | EVANSVILLE | 4,600 | .09 |
| 122 | CHARLESTON-HUNTINGTON | 4,400 | .08 |
| 122 | SALINAS-MONTEREY | 4,400 | .08 |
| 124 | MADISON | 4,300 | .08 |
| 125 | ALBUQUERQUE | 4,200 | .08 |
| 126 | ANNISTON | 3,800 | .07 |
| 127 | AMARILLO | 3,500 | .07 |
| 128 | COLUMBIA-JEFFERSON CITY | 3,400 | .06 |
| 128 | DES MOINES | 3,400 | .06 |
| 130 | ERIE | 3,300 | .06 |
| 130 | ODESSA-MIDLAND | 3,300 | .06 |
| 132 | BLUEFIELD-BECKLEY-OAK HILL | 3,200 | .06 |
| 133 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 3,100 | .06 |
| 134 | CORPUS CHRISTI | 2,800 | .05 |
| 135 | ABILENE-SWEETWATER | 2,500 | .05 |
| 135 | LIMA | 2,500 | .05 |
| 137 | CHARLOTTESVILLE | 2,400 | .05 |
| 138 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 2,300 | .04 |
| 138 | SARASOTA | 2,300 | .04 |
| 140 | SALT LAKE CITY | 2,200 | .04 |
| 140 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 2,200 | .04 |
| 142 | UTICA | 2,000 | .04 |
| 143 | FT. SMITH | 1,900 | .04 |
| 144 | WILKES BARRE-SCRANTON | 1,800 | .03 |
| 145 | SPRINGFIELD, MO | 1,600 | .03 |
| 145 | WHEELING-STEUBENVILLE | 1,600 | .03 |
| 147 | SPOKANE | 1,500 | .03 |
| 148 | PALM SPRINGS | 1,400 | .03 |
| 149 | ARDMORE-ADA | 1,300 | .02 |
| 149 | JONESBORO | 1,300 | .02 |
| 149 | QUINCY-HANNIBAL | 1,300 | .02 |
| 152 | BOWLING GREEN | 1,200 | .02 |
| 152 | HARRISONBURG | 1,200 | .02 |
| 152 | WATERTOWN-CARTHAGE | 1,200 | .02 |
| 152 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 1,200 | .02 |
| 156 | BINGHAMTON | 1,100 | .02 |
| 156 | JOHNSTOWN-ALTOONA | 1,100 | .02 |
| 156 | RENO | 1,100 | .02 |
| 159 | CHICO-REDDING | 1,000 | .02 |
| 159 | EL CENTRO-YUMA | 1,000 | .02 |
| 159 | LINCOLN-HASTINGS-KEARNEY | 1,000 | .02 |
| 162 | ELMIRA | 900 | .02 |
| 163 | HAGERSTOWN | 800 | .02 |
| 163 | SAN ANGELO | 800 | .02 |
| 163 | TERRE HAUTE | 800 | .02 |
| 166 | BURLINGTON-PLATTSBURGH | 700 | .01 |
| 166 | VICTORIA | 700 | .01 |
| 168 | EUGENE | 600 | .01 |
| 168 | JOPLIN-PITTSBURG | 600 | .01 |
| 168 | PORTLAND-POLAND SPRING | 600 | .01 |
| 168 | ZANESVILLE | 600 | .01 |
| 172 | BOISE | 500 | .01 |
| 172 | CHEYENNE-SCOTTSBLUFF (STERLING) | 500 | .01 |
| 172 | CLARKSBURG-WESTON | 500 | .01 |
| 172 | TRAVERSE CITY-CADILLAC | 500 | .01 |
| 176 | FARGO | 400 | .01 |
| 176 | GREEN BAY-APPLETON | 400 | .01 |
| 176 | LAFAYETTE, IN | 400 | .01 |
| 176 | MCALLEN-BROWNSVILLE: LRGV | 400 | .01 |
| 176 | MEDFORD | 400 | .01 |
| 176 | RAPID CITY | 400 | .01 |
| 176 | ST. JOSEPH | 400 | .01 |
| 176 | SIOUX CITY | 400 | .01 |
| 184 | BILLINGS-HARDIN | 300 | .01 |
| 184 | DULUTH-SUPERIOR | 300 | .01 |
| 184 | FLAGSTAFF | 300 | .01 |
| 184 | PARKERSBURG | 300 | .01 |
| 188 | CASPER-RIVERTON | 200 | - |
| 188 | EUREKA | 200 | - |
| 188 | GREAT FALLS | 200 | - |
| 188 | LA CROSSE-EAU CLAIRE | 200 | - |
| 188 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 200 | - |
| 188 | PRESQUE ISLE | 200 | - |
| 188 | ROCHESTER-MASON CITY-AUSTIN | 200 | - |
| 188 | SIOUX FALLS-MITCHELL | 200 | - |
| 196 | BANGOR | 100 | - |
| 196 | GRAND JUNCTION-DURANGO | 100 | - |
| 196 | IDAHO FALLS-POCATELLO | 100 | - |
| 196 | MARQUETTE | 100 | - |
| 200 | ALPENA | | |
| 200 | BEND | | |
| 200 | BUTTE | | |
| 200 | HELENA | | |
| 200 | LAREDO | | |
| 200 | MANKATO | | |
| 200 | MISSOULA | | |
| 200 | NORTH PLATTE | | |
| 200 | OTTUMWA-KIRKSVILLE | | |
| 200 | TWIN FALLS | | |
| 200 | WAUSAU-RHINELANDER | | |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC CHILD TOTAL

US TOTAL 4,625,000

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 996,300 | 21.54 |
| 2 | NEW YORK | 488,400 | 10.56 |
| 3 | CHICAGO | 197,300 | 4.27 |
| 4 | HOUSTON | 187,400 | 4.05 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 173,100 | 3.74 |
| 6 | SAN ANTONIO | 167,000 | 3.61 |
| 7 | MIAMI-FT. LAUDERDALE | 140,200 | 3.03 |
| 8 | MCALLEN-BROWNSVILLE: LRGV | 132,700 | 2.87 |
| 9 | DALLAS-FT. WORTH | 132,500 | 2.86 |
| 10 | FRESNO-VISALIA | 116,700 | 2.52 |
| 11 | SAN DIEGO | 108,300 | 2.34 |
| 12 | EL PASO | 106,000 | 2.29 |
| 13 | PHOENIX | 102,700 | 2.22 |
| 14 | ALBUQUERQUE | 100,500 | 2.17 |
| 15 | SACRAMENTO-STOCKTON | 95,500 | 2.06 |
| 16 | PHILADELPHIA | 65,600 | 1.42 |
| 17 | DENVER | 63,100 | 1.36 |
| 18 | CORPUS CHRISTI | 55,200 | 1.19 |
| 19 | BOSTON | 51,700 | 1.12 |
| 20 | TUCSON | 46,400 | 1.00 |
| 21 | SALINAS-MONTEREY | 41,700 | .90 |
| 22 | AUSTIN, TX | 40,000 | .86 |
| 23 | WASHINGTON, DC | 39,300 | .85 |
| 24 | BAKERSFIELD | 36,800 | .80 |
| 25 | HARTFORD-NEW HAVEN | 33,100 | .72 |
| 26 | ODESSA-MIDLAND | 32,100 | .69 |
| 27 | TAMPA-ST. PETERSBURG | 31,000 | .67 |
| 28 | LAREDO | 28,500 | .62 |
| 29 | LUBBOCK | 26,900 | .58 |
| 30 | ORLANDO-DAYTONA BEACH-MELBOURNE | 25,900 | .56 |
| 31 | EL CENTRO-YUMA | 25,800 | .56 |
| 32 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 25,600 | .55 |
| 33 | SEATTLE-TACOMA | 25,500 | .55 |
| 34 | SALT LAKE CITY | 24,600 | .53 |
| 35 | PALM SPRINGS | 22,900 | .50 |
| 36 | AMARILLO | 21,800 | .47 |
| 37 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 21,200 | .46 |
| 38 | PORTLAND, OR | 21,000 | .45 |
| 39 | COLORADO SPRINGS-PUEBLO | 20,900 | .45 |
| 40 | WACO-TEMPLE-BRYAN | 20,500 | .44 |
| 41 | MILWAUKEE | 18,800 | .41 |
| 42 | DETROIT | 18,300 | .40 |
| 43 | LAS VEGAS | 17,800 | .38 |
| 44 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 15,700 | .34 |
| 45 | SPRINGFIELD, MA | 14,400 | .31 |
| 46 | CLEVELAND | 14,000 | .30 |
| 47 | WICHITA-HUTCHINSON | 13,700 | .30 |
| 48 | PROVIDENCE-NEW BEDFORD | 13,400 | .29 |
| 49 | OKLAHOMA CITY | 12,500 | .27 |
| 50 | ATLANTA | 12,100 | .26 |
| 51 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 11,900 | .26 |
| 52 | MINNEAPOLIS-ST. PAUL | 11,800 | .26 |
| 53 | ABILENE-SWEETWATER | 11,000 | .24 |
| 54 | KANSAS CITY | 10,700 | .23 |
| 55 | FT. MYERS-NAPLES | 9,800 | .21 |
| 56 | RENO | 9,700 | .21 |
| 57 | TOLEDO | 9,600 | .21 |
| 58 | NEW ORLEANS | 9,300 | .20 |
| 59 | SAN ANGELO | 9,000 | .19 |
| 60 | HARRISBURG-YORK-LANCASTER-LEBANON | 8,400 | .18 |
| 61 | FLINT-SAGINAW-BAY CITY | 7,900 | .17 |
| 62 | SPOKANE | 7,800 | .17 |
| 63 | BOISE | 7,500 | .16 |
| 63 | CHICO-REDDING | 7,500 | .16 |
| 63 | WICHITA FALLS-LAWTON | 7,500 | .16 |
| 66 | BUFFALO | 7,300 | .16 |
| 66 | ROCHESTER, NY | 7,300 | .16 |
| 68 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 7,000 | .15 |
| 68 | TYLER-LONGVIEW-JACKSONVILLE | 7,000 | .15 |
| 70 | RALEIGH-DURHAM | 6,700 | .14 |
| 71 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 5,800 | .13 |
| 71 | JACKSONVILLE | 5,800 | .13 |
| 73 | BALTIMORE | 5,700 | .12 |
| 74 | VICTORIA | 5,600 | .12 |
| 75 | IDAHO FALLS-POCATELLO | 5,300 | .11 |
| 76 | ST. LOUIS | 5,100 | .11 |
| 77 | TULSA | 4,800 | .10 |
| 78 | INDIANAPOLIS | 4,600 | .10 |
| 79 | LANSING | 4,500 | .10 |
| 80 | OMAHA | 4,300 | .09 |
| 81 | ALBANY-SCHENECTADY-TROY | 4,000 | .09 |
| 81 | SHREVEPORT-TEXARKANA | 4,000 | .09 |
| 83 | MEDFORD | 3,900 | .08 |
| 83 | NASHVILLE | 3,900 | .08 |
| 85 | SOUTH BEND-ELKHART | 3,800 | .08 |
| 86 | TOPEKA | 3,600 | .08 |
| 87 | GRAND JUNCTION-DURANGO | 3,300 | .07 |
| 88 | BEAUMONT-PORT ARTHUR | 3,200 | .07 |
| 89 | ROCKFORD | 3,100 | .07 |
| 90 | CHEYENNE-SCOTTSBLUFF (STERLING) | 3,000 | .06 |
| 90 | MOBILE-PENSACOLA | 3,000 | .06 |
| 90 | SYRACUSE | 3,000 | .06 |
| 93 | EUGENE | 2,700 | .06 |
| 93 | SAVANNAH | 2,700 | .06 |
| 95 | CHARLOTTE | 2,600 | .06 |
| 95 | GREENVILLE-NEW BERN-WASHINGTON | 2,600 | .06 |
| 97 | PITTSBURGH | 2,500 | .05 |
| 98 | COLUMBUS, OH | 2,400 | .05 |
| 99 | LINCOLN-HASTINGS-KEARNEY | 2,300 | .05 |
| 100 | FT. WAYNE | 2,200 | .05 |
| 101 | DES MOINES | 2,100 | .05 |
| 101 | LITTLE ROCK | 2,100 | .05 |
| 103 | FLAGSTAFF | 2,000 | .04 |
| 103 | GREEN BAY-APPLETON | 2,000 | .04 |
| 103 | MADISON | 2,000 | .04 |
| 103 | RICHMOND | 2,000 | .04 |
| 103 | WILKES BARRE-SCRANTON | 2,000 | .04 |
| 103 | YOUNGSTOWN | 2,000 | .04 |
| 109 | CINCINNATI | 1,900 | .04 |
| 109 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,900 | .04 |
| 109 | LOUISVILLE | 1,900 | .04 |
| 112 | EUREKA | 1,800 | .04 |
| 112 | GREENSBORO-WINSTON SALEM-HIGH POINT | 1,800 | .04 |
| 114 | COLUMBUS, GA | 1,700 | .04 |
| 114 | MEMPHIS | 1,700 | .04 |
| 114 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,700 | .04 |
| 117 | FARGO | 1,600 | .03 |
| 117 | SIOUX CITY | 1,600 | .03 |
| 119 | BATON ROUGE | 1,500 | .03 |
| 119 | CHARLESTON, SC | 1,500 | .03 |
| 119 | DAYTON | 1,500 | .03 |
| 119 | TWIN FALLS | 1,500 | .03 |
| 123 | AUGUSTA | 1,400 | .03 |
| 123 | COLUMBIA, SC | 1,400 | .03 |
| 123 | RAPID CITY | 1,400 | .03 |
| 123 | SPRINGFIELD, MO | 1,400 | .03 |
| 127 | BILLINGS-HARDIN | 1,300 | .03 |
| 127 | PEORIA-BLOOMINGTON | 1,300 | .03 |
| 129 | CHATTANOOGA | 1,200 | .03 |
| 129 | FT. SMITH | 1,200 | .03 |
| 129 | PORTLAND-POLAND SPRING | 1,200 | .03 |
| 129 | UTICA | 1,200 | .03 |
| 133 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,100 | .02 |
| 133 | ERIE | 1,100 | .02 |
| 133 | TALLAHASSEE-THOMASVILLE | 1,100 | .02 |
| 136 | ALEXANDRIA, LA | 1,000 | .02 |
| 136 | CASPER-RIVERTON | 1,000 | .02 |
| 136 | JOPLIN-PITTSBURG | 1,000 | .02 |
| 136 | LAFAYETTE, LA | 1,000 | .02 |
| 140 | ARDMORE-ADA | 900 | .02 |
| 140 | BINGHAMTON | 900 | .02 |
| 140 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 900 | .02 |
| 140 | BURLINGTON-PLATTSBURGH | 900 | .02 |
| 140 | GAINESVILLE | 900 | .02 |
| 140 | HUNTSVILLE-DECATUR-FLORENCE | 900 | .02 |
| 140 | MISSOULA | 900 | .02 |
| 140 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 900 | .02 |
| 140 | ROCHESTER-MASON CITY-AUSTIN | 900 | .02 |
| 140 | SARASOTA | 900 | .02 |
| 140 | WATERTOWN-CARTHAGE | 900 | .02 |
| 140 | WAUSAU-RHINELANDER | 900 | .02 |
| 152 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 800 | .02 |
| 152 | MONROE-EL DORADO | 800 | .02 |
| 152 | TERRE HAUTE | 800 | .02 |
| 152 | TRAVERSE CITY-CADILLAC | 800 | .02 |
| 156 | ALBANY, GA | 700 | .02 |
| 156 | BILOXI-GULFPORT-PASCAGOULA | 700 | .02 |
| 156 | COLUMBUS-TUPELO | 700 | .02 |
| 156 | KNOXVILLE | 700 | .02 |
| 156 | LAKE CHARLES | 700 | .02 |
| 156 | MACON | 700 | .02 |
| 156 | ROANOKE-LYNCHBURG | 700 | .02 |
| 163 | BIRMINGHAM | 600 | .01 |
| 163 | CHARLESTON-HUNTINGTON | 600 | .01 |
| 163 | EVANSVILLE | 600 | .01 |
| 163 | LA CROSSE-EAU CLAIRE | 600 | .01 |
| 163 | LEXINGTON | 600 | .01 |
| 163 | NORTH PLATTE | 600 | .01 |
| 163 | PANAMA CITY | 600 | .01 |
| 170 | BUTTE | 500 | .01 |
| 170 | COLUMBIA-JEFFERSON CITY | 500 | .01 |
| 170 | DOTHAN | 500 | .01 |
| 170 | FLORENCE-MYRTLE BEACH | 500 | .01 |
| 170 | JOHNSTOWN-ALTOONA | 500 | .01 |
| 170 | MONTGOMERY-SELMA | 500 | .01 |
| 176 | ANNISTON | 400 | .01 |
| 176 | BEND | 400 | .01 |
| 176 | CLARKSBURG-WESTON | 400 | .01 |
| 176 | DULUTH-SUPERIOR | 400 | .01 |
| 176 | GREAT FALLS | 400 | .01 |
| 176 | HARRISONBURG | 400 | .01 |
| 176 | JACKSON, MS | 400 | .01 |
| 176 | JONESBORO | 400 | .01 |
| 176 | QUINCY-HANNIBAL | 400 | .01 |
| 176 | SALISBURY | 400 | .01 |
| 176 | WILMINGTON | 400 | .01 |
| 187 | BANGOR | 300 | .01 |
| 187 | ELMIRA | 300 | .01 |
| 187 | LAFAYETTE, IN | 300 | .01 |
| 187 | LIMA | 300 | .01 |
| 187 | MANKATO | 300 | .01 |
| 187 | ST. JOSEPH | 300 | .01 |
| 187 | SIOUX FALLS-MITCHELL | 300 | .01 |
| 194 | CHARLOTTESVILLE | 200 | - |
| 194 | GREENWOOD-GREENVILLE | 200 | - |
| 194 | HAGERSTOWN | 200 | - |
| 194 | HELENA | 200 | - |
| 194 | MARQUETTE | 200 | - |
| 194 | OTTUMWA-KIRKSVILLE | 200 | - |
| 194 | TUSCALOOSA | 200 | - |
| 201 | ALPENA | 100 | - |
| 201 | BLUEFIELD-BECKLEY-OAK HILL | 100 | - |
| 201 | LAUREL-HATTIESBURG | 100 | - |
| 201 | PRESQUE ISLE | 100 | - |
| 201 | WHEELING-STEUBENVILLE | 100 | - |
| 206 | BOWLING GREEN | | |
| 206 | JACKSON, TN | | |
| 206 | MERIDIAN | | |
| 206 | PARKERSBURG | | |
| 206 | ZANESVILLE | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL CHILDREN 6-11

US TOTAL 21,436,300

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,374,700 | 6.41 |
| 2 | LOS ANGELES | 1,265,000 | 5.90 |
| 3 | CHICAGO | 728,900 | 3.40 |
| 4 | PHILADELPHIA | 575,300 | 2.68 |
| 5 | SAN FRANCISCO-OAKLAND-SAN JOSE | 450,500 | 2.10 |
| 6 | DALLAS-FT. WORTH | 429,200 | 2.00 |
| 7 | BOSTON | 421,800 | 1.97 |
| 8 | HOUSTON | 396,900 | 1.85 |
| 9 | DETROIT | 394,500 | 1.84 |
| 10 | WASHINGTON, DC | 377,800 | 1.76 |
| 11 | MINNEAPOLIS-ST. PAUL | 346,000 | 1.61 |
| 12 | ATLANTA | 338,500 | 1.58 |
| 13 | CLEVELAND | 319,900 | 1.49 |
| 14 | SEATTLE-TACOMA | 306,200 | 1.43 |
| 15 | SACRAMENTO-STOCKTON | 277,100 | 1.29 |
| 16 | ST. LOUIS | 266,900 | 1.25 |
| 17 | MIAMI-FT. LAUDERDALE | 245,700 | 1.15 |
| 18 | SALT LAKE CITY | 243,600 | 1.14 |
| 19 | PHOENIX | 242,300 | 1.13 |
| 20 | DENVER | 227,800 | 1.06 |
| 21 | PITTSBURGH | 219,300 | 1.02 |
| 22 | BALTIMORE | 209,300 | .98 |
| 23 | SAN DIEGO | 208,000 | .97 |
| 24 | TAMPA-ST. PETERSBURG | 206,100 | .96 |
| 25 | PORTLAND, OR | 195,900 | .91 |
| 26 | INDIANAPOLIS | 193,200 | .90 |
| 27 | CINCINNATI | 187,500 | .87 |
| 28 | MILWAUKEE | 186,000 | .87 |
| 29 | HARTFORD-NEW HAVEN | 184,100 | .86 |
| 30 | KANSAS CITY | 179,700 | .84 |
| 31 | ORLANDO-DAYTONA BEACH-MELBOURNE | 177,800 | .83 |
| 32 | SAN ANTONIO | 169,200 | .79 |
| 33 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 163,100 | .76 |
| 33 | NEW ORLEANS | 163,100 | .76 |
| 35 | NASHVILLE | 163,000 | .76 |
| 36 | RALEIGH-DURHAM | 159,600 | .74 |
| 37 | COLUMBUS, OH | 158,400 | .74 |
| 38 | CHARLOTTE | 158,100 | .74 |
| 39 | MEMPHIS | 157,700 | .74 |
| 40 | FRESNO-VISALIA | 153,700 | .72 |
| 41 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 150,100 | .70 |
| 42 | ALBUQUERQUE | 145,400 | .68 |
| 43 | OKLAHOMA CITY | 136,400 | .64 |
| 44 | GREENVILLE-SPARTANBURG-ASHEVILLE | 135,700 | .63 |
| 45 | BUFFALO | 135,200 | .63 |
| 46 | LOUISVILLE | 129,000 | .60 |
| 47 | HARRISBURG-YORK-LANCASTER-LEBANON | 120,000 | .56 |
| 48 | DAYTON | 117,700 | .55 |
| 49 | PROVIDENCE-NEW BEDFORD | 117,000 | .55 |
| 50 | BIRMINGHAM | 116,000 | .54 |
| 51 | FLINT-SAGINAW-BAY CITY | 114,600 | .53 |
| 52 | JACKSONVILLE | 110,900 | .52 |
| 53 | CHARLESTON-HUNTINGTON | 109,200 | .51 |
| 54 | TULSA | 106,200 | .50 |
| 55 | WICHITA-HUTCHINSON | 106,100 | .49 |
| 56 | LITTLE ROCK | 105,800 | .49 |
| 57 | WILKES BARRE-SCRANTON | 105,100 | .49 |
| 58 | ALBANY-SCHENECTADY-TROY | 103,800 | .48 |
| 59 | MOBILE-PENSACOLA | 101,900 | .48 |
| 60 | TOLEDO | 101,000 | .47 |
| 61 | GREENSBORO-WINSTON SALEM-HIGH POINT | 100,500 | .47 |
| 62 | SHREVEPORT-TEXARKANA | 96,700 | .45 |
| 63 | GREEN BAY-APPLETON | 95,900 | .45 |
| 64 | RICHMOND | 95,100 | .44 |
| 65 | OMAHA | 90,500 | .42 |
| 66 | MCALLEN-BROWNSVILLE: LRGV | 88,500 | .41 |
| 67 | KNOXVILLE | 88,400 | .41 |
| 68 | SYRACUSE | 87,100 | .41 |
| 69 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 86,700 | .40 |
| 70 | AUSTIN, TX | 84,200 | .39 |
| 71 | EL PASO | 83,100 | .39 |
| 72 | DES MOINES | 82,800 | .39 |
| 73 | PORTLAND-POLAND SPRING | 81,700 | .38 |
| 74 | ROCHESTER, NY | 79,400 | .37 |
| 75 | JACKSON, MS | 79,300 | .37 |
| 76 | LEXINGTON | 77,800 | .36 |
| 77 | SPOKANE | 77,200 | .36 |
| 78 | SPRINGFIELD-DECATUR-CHAMPAIGN | 74,800 | .35 |
| 79 | SOUTH BEND-ELKHART | 74,400 | .35 |
| 80 | ROANOKE-LYNCHBURG | 74,000 | .35 |
| 81 | BATON ROUGE | 73,300 | .34 |
| 82 | COLUMBIA, SC | 72,600 | .34 |
| 83 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 71,600 | .33 |
| 84 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 71,500 | .33 |
| 85 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 71,200 | .33 |
| 86 | SPRINGFIELD, MO | 69,700 | .33 |
| 87 | TUCSON | 69,500 | .32 |
| 88 | CHATTANOOGA | 67,200 | .31 |
| 89 | LAS VEGAS | 65,700 | .31 |
| 90 | JOHNSTOWN-ALTOONA | 63,400 | .30 |
| 91 | WACO-TEMPLE-BRYAN | 62,800 | .29 |
| 92 | HUNTSVILLE-DECATUR-FLORENCE | 62,500 | .29 |
| 93 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 61,400 | .29 |
| 94 | EVANSVILLE | 61,300 | .29 |
| 95 | FT. WAYNE | 60,900 | .28 |
| 96 | CHARLESTON, SC | 60,800 | .28 |
| 97 | SAVANNAH | 60,400 | .28 |
| 98 | COLORADO SPRINGS-PUEBLO | 59,100 | .28 |
| 99 | YOUNGSTOWN | 59,000 | .28 |
| 100 | MADISON | 58,900 | .27 |
| 101 | SIOUX FALLS-MITCHELL | 57,800 | .27 |
| 102 | LAFAYETTE, LA | 57,100 | .27 |
| 103 | BURLINGTON-PLATTSBURGH | 56,500 | .26 |
| 104 | AUGUSTA | 55,300 | .26 |
| 104 | LANSING | 55,300 | .26 |
| 106 | MONTGOMERY-SELMA | 54,900 | .26 |
| 106 | SALINAS-MONTEREY | 54,900 | .26 |
| 108 | LINCOLN-HASTINGS-KEARNEY | 54,800 | .26 |
| 109 | CORPUS CHRISTI | 54,100 | .25 |
| 110 | FARGO | 54,000 | .25 |
| 111 | SPRINGFIELD, MA | 53,900 | .25 |
| 112 | GREENVILLE-NEW BERN-WASHINGTON | 53,300 | .25 |
| 113 | BAKERSFIELD | 52,900 | .25 |
| 114 | PEORIA-BLOOMINGTON | 50,600 | .24 |
| 115 | TYLER-LONGVIEW-JACKSONVILLE | 49,600 | .23 |
| 116 | TALLAHASSEE-THOMASVILLE | 47,900 | .22 |
| 117 | MONROE-EL DORADO | 47,500 | .22 |
| 118 | MACON | 47,300 | .22 |
| 119 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 46,400 | .22 |
| 120 | AMARILLO | 46,200 | .22 |
| 121 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 45,500 | .21 |
| 122 | COLUMBUS-TUPELO | 44,900 | .21 |
| 123 | COLUMBUS, GA | 44,800 | .21 |
| 124 | TRAVERSE CITY-CADILLAC | 44,000 | .21 |
| 125 | FT. SMITH | 43,900 | .20 |
| 126 | LA CROSSE-EAU CLAIRE | 43,700 | .20 |
| 127 | FT. MYERS-NAPLES | 43,300 | .20 |
| 128 | ODESSA-MIDLAND | 42,800 | .20 |
| 129 | EUGENE | 42,300 | .20 |
| 130 | BEAUMONT-PORT ARTHUR | 41,800 | .19 |
| 130 | RENO | 41,800 | .19 |
| 132 | BOISE | 41,400 | .19 |
| 133 | WAUSAU-RHINELANDER | 41,200 | .19 |
| 134 | IDAHO FALLS-POCATELLO | 40,800 | .19 |
| 135 | SIOUX CITY | 40,600 | .19 |
| 136 | ALBANY, GA | 38,400 | .18 |
| 136 | DULUTH-SUPERIOR | 38,400 | .18 |
| 138 | CHICO-REDDING | 38,200 | .18 |
| 139 | WICHITA FALLS-LAWTON | 38,100 | .18 |
| 140 | LUBBOCK | 37,900 | .18 |
| 141 | FLORENCE-MYRTLE BEACH | 37,700 | .18 |
| 142 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 37,600 | .18 |
| 143 | ROCKFORD | 37,000 | .17 |
| 144 | TOPEKA | 36,600 | .17 |
| 145 | BINGHAMTON | 35,600 | .17 |
| 146 | ERIE | 35,500 | .17 |
| 147 | TERRE HAUTE | 35,100 | .16 |
| 148 | WILMINGTON | 33,500 | .16 |
| 149 | ROCHESTER-MASON CITY-AUSTIN | 33,300 | .16 |
| 150 | JOPLIN-PITTSBURG | 31,800 | .15 |
| 151 | COLUMBIA-JEFFERSON CITY | 31,100 | .15 |
| 151 | WHEELING-STEUBENVILLE | 31,100 | .15 |
| 153 | BLUEFIELD-BECKLEY-OAK HILL | 30,700 | .14 |
| 154 | MEDFORD | 29,800 | .14 |
| 155 | BANGOR | 29,200 | .14 |
| 156 | BILOXI-GULFPORT-PASCAGOULA | 29,000 | .14 |
| 157 | GREENWOOD-GREENVILLE | 26,900 | .13 |
| 158 | ABILENE-SWEETWATER | 26,800 | .13 |
| 158 | LAUREL-HATTIESBURG | 26,800 | .13 |
| 158 | PALM SPRINGS | 26,800 | .13 |
| 161 | QUINCY-HANNIBAL | 25,000 | .12 |
| 161 | RAPID CITY | 25,000 | .12 |
| 163 | ALEXANDRIA, LA | 24,800 | .12 |
| 164 | LAKE CHARLES | 23,400 | .11 |
| 164 | UTICA | 23,400 | .11 |
| 166 | CLARKSBURG-WESTON | 23,300 | .11 |
| 167 | EL CENTRO-YUMA | 23,200 | .11 |
| 168 | WATERTOWN-CARTHAGE | 23,000 | .11 |
| 169 | BILLINGS-HARDIN | 22,100 | .10 |
| 170 | PANAMA CITY | 21,600 | .10 |
| 171 | DOTHAN | 21,500 | .10 |
| 172 | ELMIRA | 20,800 | .10 |
| 173 | SALISBURY | 19,900 | .09 |
| 174 | HARRISONBURG | 18,600 | .09 |
| 175 | GAINESVILLE | 17,900 | .08 |
| 176 | MISSOULA | 17,800 | .08 |
| 177 | LAREDO | 17,700 | .08 |
| 177 | MERIDIAN | 17,700 | .08 |
| 179 | GREAT FALLS | 17,200 | .08 |
| 180 | GRAND JUNCTION-DURANGO | 16,600 | .08 |
| 181 | ARDMORE-ADA | 16,200 | .08 |
| 182 | JONESBORO | 15,300 | .07 |
| 183 | SARASOTA | 14,800 | .07 |
| 184 | JACKSON, TN | 13,100 | .06 |
| 184 | SAN ANGELO | 13,100 | .06 |
| 186 | EUREKA | 12,900 | .06 |
| 186 | MARQUETTE | 12,900 | .06 |
| 188 | PARKERSBURG | 12,300 | .06 |
| 188 | TUSCALOOSA | 12,300 | .06 |
| 190 | CASPER-RIVERTON | 11,400 | .05 |
| 191 | BUTTE | 11,200 | .05 |
| 192 | ST. JOSEPH | 11,100 | .05 |
| 193 | TWIN FALLS | 10,700 | .05 |
| 194 | BOWLING GREEN | 10,500 | .05 |
| 195 | CHEYENNE-SCOTTSBLUFF (STERLING) | 10,300 | .05 |
| 196 | FLAGSTAFF | 10,100 | .05 |
| 197 | LIMA | 10,000 | .05 |
| 198 | ANNISTON | 9,900 | .05 |
| 199 | HAGERSTOWN | 9,300 | .04 |
| 200 | LAFAYETTE, IN | 9,100 | .04 |
| 201 | VICTORIA | 7,700 | .04 |
| 202 | CHARLOTTESVILLE | 7,600 | .04 |
| 203 | ZANESVILLE | 7,400 | .03 |
| 204 | MANKATO | 7,300 | .03 |
| 205 | OTTUMWA-KIRKSVILLE | 7,200 | .03 |
| 206 | PRESQUE ISLE | 7,100 | .03 |
| 207 | BEND | 6,500 | .03 |
| 208 | NORTH PLATTE | 4,900 | .02 |
| 209 | HELENA | 4,600 | .02 |
| 210 | ALPENA | 3,600 | .02 |

## ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK CHILDREN 6-11** US TOTAL 3,126,400

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 287,300 | 9.19 |
| 2 | CHICAGO | 164,900 | 5.27 |
| 3 | PHILADELPHIA | 113,700 | 3.64 |
| 4 | LOS ANGELES | 113,500 | 3.63 |
| 5 | WASHINGTON, DC | 98,000 | 3.13 |
| 6 | ATLANTA | 96,200 | 3.08 |
| 7 | DETROIT | 95,700 | 3.06 |
| 8 | HOUSTON | 75,700 | 2.42 |
| 9 | MEMPHIS | 73,300 | 2.34 |
| 10 | DALLAS-FT. WORTH | 67,500 | 2.16 |
| 11 | MIAMI-FT. LAUDERDALE | 67,100 | 2.15 |
| 12 | NEW ORLEANS | 62,200 | 1.99 |
| 13 | BALTIMORE | 61,600 | 1.97 |
| 14 | RALEIGH-DURHAM | 57,100 | 1.83 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 51,800 | 1.66 |
| 16 | CLEVELAND | 50,200 | 1.61 |
| 17 | ST. LOUIS | 46,900 | 1.50 |
| 18 | SAN FRANCISCO-OAKLAND-SAN JOSE | 46,600 | 1.49 |
| 19 | JACKSON, MS | 42,700 | 1.37 |
| 20 | CHARLOTTE | 37,500 | 1.20 |
| 21 | BIRMINGHAM | 34,800 | 1.11 |
| 22 | SHREVEPORT-TEXARKANA | 34,100 | 1.09 |
| 23 | RICHMOND | 34,000 | 1.09 |
| 24 | COLUMBIA, SC | 33,100 | 1.06 |
| 25 | TAMPA-ST. PETERSBURG | 31,500 | 1.01 |
| 26 | MILWAUKEE | 30,400 | .97 |
| 27 | MOBILE-PENSACOLA | 29,300 | .94 |
| 28 | ORLANDO-DAYTONA BEACH-MELBOURNE | 28,500 | .91 |
| 29 | BATON ROUGE | 28,200 | .90 |
| 30 | JACKSONVILLE | 27,900 | .89 |
| 31 | MONTGOMERY-SELMA | 27,700 | .89 |
| 32 | CHARLESTON, SC | 25,700 | .82 |
| 33 | GREENVILLE-SPARTANBURG-ASHEVILLE | 25,600 | .82 |
| 34 | LITTLE ROCK | 25,500 | .82 |
| 35 | AUGUSTA | 24,300 | .78 |
| 36 | SAVANNAH | 24,200 | .77 |
| 37 | BOSTON | 23,500 | .75 |
| 38 | KANSAS CITY | 23,000 | .74 |
| 38 | NASHVILLE | 23,000 | .74 |
| 40 | CINCINNATI | 22,700 | .73 |
| 41 | GREENSBORO-WINSTON SALEM-HIGH POINT | 21,500 | .69 |
| 41 | INDIANAPOLIS | 21,500 | .69 |
| 43 | COLUMBUS, GA | 20,900 | .67 |
| 44 | MACON | 20,600 | .66 |
| 45 | GREENVILLE-NEW BERN-WASHINGTON | 19,300 | .62 |
| 46 | MONROE-EL DORADO | 19,200 | .61 |
| 47 | HARTFORD-NEW HAVEN | 19,100 | .61 |
| 48 | GREENWOOD-GREENVILLE | 18,800 | .60 |
| 49 | TALLAHASSEE-THOMASVILLE | 18,400 | .59 |
| 50 | SACRAMENTO-STOCKTON | 18,000 | .58 |
| 51 | COLUMBUS-TUPELO | 17,700 | .57 |
| 51 | LAFAYETTE, LA | 17,700 | .57 |
| 53 | COLUMBUS, OH | 17,600 | .56 |
| 53 | PITTSBURGH | 17,600 | .56 |
| 55 | ALBANY, GA | 17,400 | .56 |
| 56 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 17,300 | .55 |
| 57 | FLORENCE-MYRTLE BEACH | 16,900 | .54 |
| 58 | LOUISVILLE | 16,100 | .51 |
| 59 | SAN DIEGO | 15,700 | .50 |
| 60 | ROANOKE-LYNCHBURG | 15,300 | .49 |
| 61 | FLINT-SAGINAW-BAY CITY | 15,200 | .49 |
| 62 | SEATTLE-TACOMA | 14,900 | .48 |
| 63 | DAYTON | 14,100 | .45 |
| 64 | OKLAHOMA CITY | 14,000 | .45 |
| 65 | BUFFALO | 12,600 | .40 |
| 66 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 12,500 | .40 |
| 66 | WACO-TEMPLE-BRYAN | 12,500 | .40 |
| 68 | MINNEAPOLIS-ST. PAUL | 12,100 | .39 |
| 69 | BEAUMONT-PORT ARTHUR | 11,400 | .36 |
| 70 | TYLER-LONGVIEW-JACKSONVILLE | 10,700 | .34 |
| 71 | DENVER | 10,400 | .33 |
| 72 | LAUREL-HATTIESBURG | 10,200 | .33 |
| 73 | ROCHESTER, NY | 10,100 | .32 |
| 74 | TULSA | 10,000 | .32 |
| 74 | WILMINGTON | 10,000 | .32 |
| 76 | SAN ANTONIO | 9,800 | .31 |
| 77 | HUNTSVILLE-DECATUR-FLORENCE | 9,500 | .30 |
| 78 | PHOENIX | 9,200 | .29 |
| 79 | AUSTIN, TX | 8,700 | .28 |
| 80 | TOLEDO | 8,300 | .27 |
| 81 | MERIDIAN | 8,200 | .26 |
| 82 | ALEXANDRIA, LA | 8,000 | .26 |
| 82 | LAS VEGAS | 8,000 | .26 |
| 84 | BILOXI-GULFPORT-PASCAGOULA | 7,700 | .25 |
| 85 | SOUTH BEND-ELKHART | 7,500 | .24 |
| 86 | CHATTANOOGA | 7,100 | .23 |
| 87 | YOUNGSTOWN | 6,900 | .22 |
| 88 | HARRISBURG-YORK-LANCASTER-LEBANON | 6,700 | .21 |
| 89 | SPRINGFIELD-DECATUR-CHAMPAIGN | 6,600 | .21 |
| 90 | FRESNO-VISALIA | 6,500 | .21 |
| 91 | OMAHA | 6,400 | .20 |
| 92 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 6,200 | .20 |
| 93 | DOTHAN | 6,100 | .20 |
| 94 | LAKE CHARLES | 5,900 | .19 |
| 95 | WICHITA-HUTCHINSON | 5,600 | .18 |
| 96 | SALISBURY | 5,400 | .17 |
| 96 | SYRACUSE | 5,400 | .17 |
| 98 | LEXINGTON | 5,200 | .17 |
| 98 | PORTLAND, OR | 5,200 | .17 |
| 100 | FT. MYERS-NAPLES | 4,700 | .15 |
| 100 | KNOXVILLE | 4,700 | .15 |
| 102 | PROVIDENCE-NEW BEDFORD | 4,500 | .14 |
| 103 | GAINESVILLE | 4,400 | .14 |
| 103 | LANSING | 4,400 | .14 |
| 105 | ALBANY-SCHENECTADY-TROY | 4,300 | .14 |
| 105 | TUSCALOOSA | 4,300 | .14 |
| 107 | SPRINGFIELD, MA | 4,200 | .13 |
| 108 | PEORIA-BLOOMINGTON | 4,100 | .13 |
| 108 | WICHITA FALLS-LAWTON | 4,100 | .13 |
| 110 | FT. WAYNE | 4,000 | .13 |
| 111 | PANAMA CITY | 3,700 | .12 |
| 112 | COLORADO SPRINGS-PUEBLO | 3,600 | .12 |
| 113 | ROCKFORD | 3,400 | .11 |
| 114 | TOPEKA | 3,200 | .10 |
| 115 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,100 | .10 |
| 115 | EVANSVILLE | 3,100 | .10 |
| 115 | JACKSON, TN | 3,100 | .10 |
| 118 | BAKERSFIELD | 3,000 | .10 |
| 119 | TUCSON | 2,800 | .09 |
| 120 | EL PASO | 2,600 | .08 |
| 120 | LUBBOCK | 2,600 | .08 |
| 122 | ALBUQUERQUE | 2,500 | .08 |
| 122 | CHARLESTON-HUNTINGTON | 2,500 | .08 |
| 124 | ANNISTON | 2,400 | .08 |
| 124 | SALINAS-MONTEREY | 2,400 | .08 |
| 126 | MADISON | 2,300 | .07 |
| 127 | COLUMBIA-JEFFERSON CITY | 2,100 | .07 |
| 128 | BLUEFIELD-BECKLEY-OAK HILL | 1,900 | .06 |
| 128 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,900 | .06 |
| 128 | ODESSA-MIDLAND | 1,900 | .06 |
| 131 | DES MOINES | 1,800 | .06 |
| 131 | ERIE | 1,800 | .06 |
| 133 | ABILENE-SWEETWATER | 1,700 | .05 |
| 133 | AMARILLO | 1,700 | .05 |
| 133 | CORPUS CHRISTI | 1,700 | .05 |
| 136 | LIMA | 1,600 | .05 |
| 137 | CHARLOTTESVILLE | 1,300 | .04 |
| 137 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 1,300 | .04 |
| 137 | SARASOTA | 1,300 | .04 |
| 140 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 1,200 | .04 |
| 140 | UTICA | 1,200 | .04 |
| 142 | SALT LAKE CITY | 1,100 | .04 |
| 142 | WILKES BARRE-SCRANTON | 1,100 | .04 |
| 144 | FT. SMITH | 1,000 | .03 |
| 144 | SPRINGFIELD, MO | 1,000 | .03 |
| 146 | ARDMORE-ADA | 900 | .03 |
| 146 | JONESBORO | 900 | .03 |
| 148 | PALM SPRINGS | 800 | .03 |
| 148 | SPOKANE | 800 | .03 |
| 148 | WHEELING-STEUBENVILLE | 800 | .03 |
| 151 | BINGHAMTON | 700 | .02 |
| 151 | BOWLING GREEN | 700 | .02 |
| 151 | HARRISONBURG | 700 | .02 |
| 151 | QUINCY-HANNIBAL | 700 | .02 |
| 151 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 700 | .02 |
| 156 | EL CENTRO-YUMA | 600 | .02 |
| 156 | LINCOLN-HASTINGS-KEARNEY | 600 | .02 |
| 156 | RENO | 600 | .02 |
| 159 | BURLINGTON-PLATTSBURGH | 500 | .02 |
| 159 | ELMIRA | 500 | .02 |
| 159 | HAGERSTOWN | 500 | .02 |
| 159 | JOHNSTOWN-ALTOONA | 500 | .02 |
| 159 | SAN ANGELO | 500 | .02 |
| 159 | TRAVERSE CITY-CADILLAC | 500 | .02 |
| 159 | WATERTOWN-CARTHAGE | 500 | .02 |
| 166 | CHICO-REDDING | 400 | .01 |
| 166 | EUGENE | 400 | .01 |
| 166 | PORTLAND-POLAND SPRING | 400 | .01 |
| 166 | TERRE HAUTE | 400 | .01 |
| 166 | VICTORIA | 400 | .01 |
| 166 | ZANESVILLE | 400 | .01 |
| 172 | CHEYENNE-SCOTTSBLUFF (STERLING) | 300 | .01 |
| 172 | FARGO | 300 | .01 |
| 172 | GREEN BAY-APPLETON | 300 | .01 |
| 172 | MCALLEN-BROWNSVILLE: LRGV | 300 | .01 |
| 172 | MEDFORD | 300 | .01 |
| 172 | RAPID CITY | 300 | .01 |
| 178 | BILLINGS-HARDIN | 200 | .01 |
| 178 | BOISE | 200 | .01 |
| 178 | CASPER-RIVERTON | 200 | .01 |
| 178 | CLARKSBURG-WESTON | 200 | .01 |
| 178 | FLAGSTAFF | 200 | .01 |
| 178 | JOPLIN-PITTSBURG | 200 | .01 |
| 178 | LA CROSSE-EAU CLAIRE | 200 | .01 |
| 178 | LAFAYETTE, IN | 200 | .01 |
| 178 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 200 | .01 |
| 178 | ST. JOSEPH | 200 | .01 |
| 178 | SIOUX CITY | 200 | .01 |
| 189 | BANGOR | 100 | - |
| 189 | DULUTH-SUPERIOR | 100 | - |
| 189 | PARKERSBURG | 100 | - |
| 189 | PRESQUE ISLE | 100 | - |
| 189 | ROCHESTER-MASON CITY-AUSTIN | 100 | - |
| 194 | ALPENA | | |
| 194 | BEND | | |
| 194 | BUTTE | | |
| 194 | EUREKA | | |
| 194 | GRAND JUNCTION-DURANGO | | |
| 194 | GREAT FALLS | | |
| 194 | HELENA | | |
| 194 | IDAHO FALLS-POCATELLO | | |
| 194 | LAREDO | | |
| 194 | MANKATO | | |
| 194 | MARQUETTE | | |
| 194 | MISSOULA | | |
| 194 | NORTH PLATTE | | |
| 194 | OTTUMWA-KIRKSVILLE | | |
| 194 | SIOUX FALLS-MITCHELL | | |
| 194 | [illegible]IN FALLS | | |
| 194 | WAUSAU-RHINELANDER | | |

# ADI MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC CHILDREN 6-11

US TOTAL 2,664,800

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 559,300 | 20.99 |
| 2 | NEW YORK | 281,900 | 10.58 |
| 3 | CHICAGO | 114,200 | 4.29 |
| 4 | HOUSTON | 108,500 | 4.07 |
| 5 | SAN ANTONIO | 99,300 | 3.73 |
| 6 | SAN FRANCISCO-OAKLAND-SAN JOSE | 98,300 | 3.69 |
| 7 | MIAMI-FT.LAUDERDALE | 82,100 | 3.08 |
| 8 | MCALLEN-BROWNSVILLE: LRGV | 81,700 | 3.07 |
| 9 | DALLAS-FT. WORTH | 74,500 | 2.80 |
| 10 | FRESNO-VISALIA | 68,800 | 2.58 |
| 11 | EL PASO | 63,500 | 2.38 |
| 12 | SAN DIEGO | 61,800 | 2.32 |
| 13 | ALBUQUERQUE | 60,600 | 2.27 |
| 14 | PHOENIX | 58,600 | 2.20 |
| 15 | SACRAMENTO-STOCKTON | 54,900 | 2.06 |
| 16 | PHILADELPHIA | 37,900 | 1.42 |
| 17 | DENVER | 36,800 | 1.38 |
| 18 | CORPUS CHRISTI | 33,900 | 1.27 |
| 19 | BOSTON | 29,600 | 1.11 |
| 20 | TUCSON | 27,000 | 1.01 |
| 21 | SALINAS-MONTEREY | 24,000 | .90 |
| 22 | AUSTIN, TX | 23,000 | .86 |
| 23 | WASHINGTON, DC | 22,000 | .83 |
| 24 | BAKERSFIELD | 21,200 | .80 |
| 25 | ODESSA-MIDLAND | 19,700 | .74 |
| 26 | HARTFORD-NEW HAVEN | 19,200 | .72 |
| 27 | TAMPA-ST.PETERSBURG | 18,000 | .68 |
| 28 | LAREDO | 16,900 | .63 |
| 29 | LUBBOCK | 16,100 | .60 |
| 30 | EL CENTRO-YUMA | 15,800 | .59 |
| 31 | ORLANDO-DAYTONA BEACH-MELBOURNE | 15,500 | .58 |
| 32 | SALT LAKE CITY | 14,500 | .54 |
| 32 | SNTA BRBRA-SNTA MARIA-SN LUIS OBISPO | 14,500 | .54 |
| 34 | SEATTLE-TACOMA | 14,000 | .53 |
| 35 | AMARILLO | 13,100 | .49 |
| 35 | PALM SPRINGS | 13,100 | .49 |
| 37 | COLORADO SPRINGS-PUEBLO | 12,600 | .47 |
| 38 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 12,300 | .46 |
| 39 | WACO-TEMPLE-BRYAN | 12,000 | .45 |
| 40 | PORTLAND, OR | 11,800 | .44 |
| 41 | MILWAUKEE | 10,700 | .40 |
| 42 | DETROIT | 10,600 | .40 |
| 43 | LAS VEGAS | 9,900 | .37 |
| 44 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 8,600 | .32 |
| 45 | CLEVELAND | 8,300 | .31 |
| 46 | SPRINGFIELD, MA | 8,200 | .31 |
| 47 | PROVIDENCE-NEW BEDFORD | 7,600 | .29 |
| 48 | WICHITA-HUTCHINSON | 7,500 | .28 |
| 49 | OKLAHOMA CITY | 7,000 | .26 |
| 50 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 6,900 | .26 |
| 51 | MINNEAPOLIS-ST. PAUL | 6,800 | .26 |
| 52 | KANSAS CITY | 6,500 | .24 |
| 53 | ABILENE-SWEETWATER | 6,400 | .24 |
| 54 | ATLANTA | 6,000 | .23 |
| 55 | NEW ORLEANS | 5,600 | .21 |
| 55 | TOLEDO | 5,600 | .21 |
| 57 | FT. MYERS-NAPLES | 5,500 | .21 |
| 57 | SAN ANGELO | 5,500 | .21 |
| 59 | RENO | 5,300 | .20 |
| 60 | HARRISBURG-YORK-LANCASTER-LEBANON | 4,600 | .17 |
| 61 | BOISE | 4,500 | .17 |
| 62 | CHICO-REDDING | 4,400 | .17 |
| 62 | FLINT-SAGINAW-BAY CITY | 4,400 | .17 |
| 62 | SPOKANE | 4,400 | .17 |
| 65 | ROCHESTER, NY | 4,200 | .16 |
| 66 | BUFFALO | 4,100 | .15 |
| 66 | WICHITA FALLS-LAWTON | 4,100 | .15 |
| 68 | TYLER-LONGVIEW-JACKSONVILLE | 3,900 | .15 |
| 69 | RALEIGH-DURHAM | 3,800 | .14 |
| 70 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 3,700 | .14 |
| 71 | BALTIMORE | 3,500 | .13 |
| 72 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,400 | .13 |
| 72 | VICTORIA | 3,400 | .13 |
| 74 | JACKSONVILLE | 3,200 | .12 |
| 75 | TULSA | 3,100 | .12 |
| 76 | IDAHO FALLS-POCATELLO | 3,000 | .11 |
| 77 | INDIANAPOLIS | 2,700 | .10 |
| 77 | ST. LOUIS | 2,700 | .10 |
| 79 | LANSING | 2,600 | .10 |
| 80 | OMAHA | 2,500 | .09 |
| 80 | SHREVEPORT-TEXARKANA | 2,500 | .09 |
| 80 | SOUTH BEND-ELKHART | 2,500 | .09 |
| 83 | ALBANY-SCHENECTADY-TROY | 2,300 | .09 |
| 83 | MEDFORD | 2,300 | .09 |
| 85 | BEAUMONT-PORT ARTHUR | 2,100 | .08 |
| 85 | NASHVILLE | 2,100 | .08 |
| 87 | GRAND JUNCTION-DURANGO | 2,000 | .08 |
| 88 | ROCKFORD | 1,900 | .07 |
| 89 | CHEYENNE-SCOTTSBLUFF (STERLING) | 1,800 | .07 |
| 89 | TOPEKA | 1,800 | .07 |
| 91 | EUGENE | 1,700 | .06 |
| 92 | CHARLOTTE | 1,600 | .06 |
| 92 | PITTSBURGH | 1,600 | .06 |
| 94 | MOBILE-PENSACOLA | 1,500 | .06 |
| 94 | SYRACUSE | 1,500 | .06 |
| 96 | COLUMBUS, OH | 1,400 | .05 |
| 97 | FT. WAYNE | 1,300 | .05 |
| 97 | GREENVILLE-NEW BERN-WASHINGTON | 1,300 | .05 |
| 97 | LITTLE ROCK | 1,300 | .05 |
| 97 | SAVANNAH | 1,300 | .05 |
| 97 | YOUNGSTOWN | 1,300 | .05 |
| 102 | DES MOINES | 1,200 | .05 |
| 102 | FLAGSTAFF | 1,200 | .05 |
| 102 | WILKES BARRE-SCRANTON | 1,200 | .05 |
| 105 | LINCOLN-HASTINGS-KEARNEY | 1,100 | .04 |

| ADI Rank | ADI Market Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 105 | MADISON | 1,100 | .04 |
| 105 | RICHMOND | 1,100 | .04 |
| 108 | BATON ROUGE | 1,000 | .04 |
| 108 | CINCINNATI | 1,000 | .04 |
| 108 | COLUMBUS, GA | 1,000 | .04 |
| 108 | EUREKA | 1,000 | .04 |
| 108 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,000 | .04 |
| 113 | CHATTANOOGA | 900 | .03 |
| 113 | COLUMBIA, SC | 900 | .03 |
| 113 | DAYTON | 900 | .03 |
| 113 | GREENSBORO-WINSTON SALEM-HIGH POINT | 900 | .03 |
| 113 | LOUISVILLE | 900 | .03 |
| 113 | MEMPHIS | 900 | .03 |
| 113 | RAPID CITY | 900 | .03 |
| 113 | SIOUX CITY | 900 | .03 |
| 113 | SPRINGFIELD-DECATUR-CHAMPAIGN | 900 | .03 |
| 122 | AUGUSTA | 800 | .03 |
| 122 | CHARLESTON, SC | 800 | .03 |
| 122 | FARGO | 800 | .03 |
| 122 | FT. SMITH | 800 | .03 |
| 122 | GREEN BAY-APPLETON | 800 | .03 |
| 122 | PEORIA-BLOOMINGTON | 800 | .03 |
| 122 | UTICA | 800 | .03 |
| 129 | ARDMORE-ADA | 700 | .03 |
| 129 | BILLINGS-HARDIN | 700 | .03 |
| 129 | BINGHAMTON | 700 | .03 |
| 129 | ERIE | 700 | .03 |
| 129 | JOPLIN-PITTSBURG | 700 | .03 |
| 129 | SPRINGFIELD, MO | 700 | .03 |
| 129 | TWIN FALLS | 700 | .03 |
| 136 | CASPER-RIVERTON | 600 | .02 |
| 136 | HUNTSVILLE-DECATUR-FLORENCE | 600 | .02 |
| 136 | LAFAYETTE, LA | 600 | .02 |
| 136 | MISSOULA | 600 | .02 |
| 136 | PORTLAND-POLAND SPRING | 600 | .02 |
| 141 | ALEXANDRIA, LA | 500 | .02 |
| 141 | BURLINGTON-PLATTSBURGH | 500 | .02 |
| 141 | COLUMBUS-TUPELO | 500 | .02 |
| 141 | MINOT-BISMARCK-DICKINSON-GLENDIVE | 500 | .02 |
| 141 | PADUCAH-CP GIRARDEAU-HARRSBRG-MARION | 500 | .02 |
| 141 | SARASOTA | 500 | .02 |
| 141 | TALLAHASSEE-THOMASVILLE | 500 | .02 |
| 141 | WATERTOWN-CARTHAGE | 500 | .02 |
| 149 | BILOXI-GULFPORT-PASCAGOULA | 400 | .02 |
| 149 | BIRMINGHAM | 400 | .02 |
| 149 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 400 | .02 |
| 149 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 400 | .02 |
| 149 | FLORENCE-MYRTLE BEACH | 400 | .02 |
| 149 | GAINESVILLE | 400 | .02 |
| 149 | LA CROSSE-EAU CLAIRE | 400 | .02 |
| 149 | LAKE CHARLES | 400 | .02 |
| 149 | NORTH PLATTE | 400 | .02 |
| 149 | PANAMA CITY | 400 | .02 |
| 149 | ROANOKE-LYNCHBURG | 400 | .02 |
| 149 | SALISBURY | 400 | .02 |
| 149 | TERRE HAUTE | 400 | .02 |
| 149 | TRAVERSE CITY-CADILLAC | 400 | .02 |
| 149 | WAUSAU-RHINELANDER | 400 | .02 |
| 164 | CHARLESTON-HUNTINGTON | 300 | .01 |
| 164 | DOTHAN | 300 | .01 |
| 164 | JONESBORO | 300 | .01 |
| 164 | LEXINGTON | 300 | .01 |
| 164 | MACON | 300 | .01 |
| 164 | MONROE-EL DORADO | 300 | .01 |
| 164 | MONTGOMERY-SELMA | 300 | .01 |
| 164 | QUINCY-HANNIBAL | 300 | .01 |
| 164 | ROCHESTER-MASON CITY-AUSTIN | 300 | .01 |
| 173 | ALBANY, GA | 200 | .01 |
| 173 | ANNISTON | 200 | .01 |
| 173 | BEND | 200 | .01 |
| 173 | BUTTE | 200 | .01 |
| 173 | CLARKSBURG-WESTON | 200 | .01 |
| 173 | COLUMBIA-JEFFERSON CITY | 200 | .01 |
| 173 | DULUTH-SUPERIOR | 200 | .01 |
| 173 | EVANSVILLE | 200 | .01 |
| 173 | GREAT FALLS | 200 | .01 |
| 173 | HARRISONBURG | 200 | .01 |
| 173 | JACKSON, MS | 200 | .01 |
| 173 | JOHNSTOWN-ALTOONA | 200 | .01 |
| 173 | KNOXVILLE | 200 | .01 |
| 173 | LAFAYETTE, IN | 200 | .01 |
| 173 | LIMA | 200 | .01 |
| 173 | TUSCALOOSA | 200 | .01 |
| 173 | WILMINGTON | 200 | .01 |
| 190 | BANGOR | 100 | - |
| 190 | CHARLOTTESVILLE | 100 | - |
| 190 | ELMIRA | 100 | - |
| 190 | GREENWOOD-GREENVILLE | 100 | - |
| 190 | HELENA | 100 | - |
| 190 | MANKATO | 100 | - |
| 190 | MARQUETTE | 100 | - |
| 190 | ST. JOSEPH | 100 | - |
| 190 | SIOUX FALLS-MITCHELL | 100 | - |
| 199 | ALPENA | | |
| 199 | BLUEFIELD-BECKLEY-OAK HILL | | |
| 199 | BOWLING GREEN | | |
| 199 | HAGERSTOWN | | |
| 199 | JACKSON, TN | | |
| 199 | LAUREL-HATTIESBURG | | |
| 199 | MERIDIAN | | |
| 199 | OTTUMWA-KIRKSVILLE | | |
| 199 | PARKERSBURG | | |
| 199 | PRESQUE ISLE | | |
| 199 | WHEELING-STEUBENVILLE | | |
| 199 | ZANESVILLE | | |

# Metro Markets Population Summary

Markets listed alphabetically

# METRO MARKETS POPULATION SUMMARY

## ABILENE-SWEETWATER

TV HOUSEHOLDS 59,700 .10 141

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 158,500 | .10 | 141 |
| 18+ | 118,500 | .09 | 140 |
| 18-49 | 75,300 | .09 | 142 |
| 12-24 | 32,400 | .10 | 139 |
| 12-34 | 58,100 | .10 | 139 |
| 18-34 | 44,400 | .09 | 136 |
| WOMEN TOTAL | 62,200 | .09 | 140 |
| 18-49 | 37,400 | .09 | 141 |
| 12-24 | 15,900 | .10 | 138 |
| 18-34 | 21,800 | .09 | 137 |
| 25-49 | 28,300 | .08 | 142 |
| 25-54 | 32,200 | .09 | 142 |
| MEN TOTAL | 56,300 | .09 | 140 |
| 18-49 | 37,900 | .09 | 142 |
| 18-34 | 22,600 | .10 | 136 |
| 21-49 | 33,700 | .09 | 142 |
| 25-49 | 28,300 | .09 | 143 |
| 25-54 | 32,000 | .09 | 142 |
| TEENS TOTAL | 13,700 | .10 | 139 |
| CHILD TOTAL | 26,300 | .11 | 137 |
| 6-11 | 15,500 | .11 | 137 |

TV HOUSEHOLDS 2,800 .04 123

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 8,300 | .04 | 122 |
| 18+ | 5,600 | .04 | 122 |
| 18-49 | 4,100 | .04 | 124 |
| 12-24 | 2,000 | .04 | 123 |
| 12-34 | 3,700 | .04 | 123 |
| 18-34 | 2,800 | .04 | 124 |
| WOMEN TOTAL | 2,800 | .03 | 122 |
| 18-49 | 1,900 | .03 | 122 |
| 12-24 | 1,000 | .04 | 121 |
| 18-34 | 1,300 | .04 | 121 |
| 25-49 | 1,400 | .03 | 122 |
| 25-54 | 1,600 | .03 | 121 |
| MEN TOTAL | 2,800 | .04 | 125 |
| 18-49 | 2,200 | .04 | 124 |
| 18-34 | 1,500 | .05 | 122 |
| 21-49 | 1,900 | .04 | 125 |
| 25-49 | 1,600 | .04 | 123 |
| 25-54 | 1,700 | .04 | 124 |
| TEENS TOTAL | 900 | .04 | 122 |
| CHILD TOTAL | 1,800 | .04 | 121 |
| 6-11 | 1,200 | .05 | 118 |

TV HOUSEHOLDS 6,900 .14 60

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 24,400 | .14 | 58 |
| 18+ | 15,300 | .13 | 60 |
| 18-49 | 12,200 | .13 | 60 |
| 12-24 | 6,200 | .14 | 57 |
| 12-34 | 10,700 | .13 | 59 |
| 18-34 | 7,600 | .12 | 59 |
| WOMEN TOTAL | 7,600 | .13 | 59 |
| 18-49 | 6,000 | .13 | 59 |
| 12-24 | 3,100 | .15 | 56 |
| 18-34 | 3,600 | .13 | 60 |
| 25-49 | 4,500 | .13 | 59 |
| 25-54 | 4,800 | .13 | 59 |
| MEN TOTAL | 7,700 | .13 | 60 |
| 18-49 | 6,200 | .12 | 59 |
| 18-34 | 4,000 | .12 | 58 |
| 21-49 | 5,600 | .13 | 58 |
| 25-49 | 4,600 | .13 | 59 |
| 25-54 | 5,100 | .13 | 59 |
| TEENS TOTAL | 3,100 | .17 | 54 |
| CHILD TOTAL | 6,000 | .17 | 55 |
| 6-11 | 3,600 | .17 | 54 |

## ALBANY, GA (VALDOSTA & CORDELE)

TV HOUSEHOLDS 38,800 .06 152

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 107,700 | .07 | 152 |
| 18+ | 77,200 | .06 | 152 |
| 18-49 | 53,000 | .06 | 150 |
| 12-24 | 23,800 | .08 | 146 |
| 12-34 | 41,100 | .07 | 149 |
| 18-34 | 29,600 | .06 | 150 |
| WOMEN TOTAL | 41,700 | .06 | 151 |
| 18-49 | 27,700 | .07 | 149 |
| 12-24 | 11,700 | .08 | 145 |
| 18-34 | 15,300 | .07 | 149 |
| 25-49 | 21,700 | .06 | 150 |
| 25-54 | 24,300 | .06 | 150 |
| MEN TOTAL | 35,500 | .06 | 152 |
| 18-49 | 25,300 | .06 | 152 |
| 18-34 | 14,300 | .06 | 150 |
| 21-49 | 22,400 | .06 | 152 |
| 25-49 | 19,000 | .06 | 152 |
| 25-54 | 21,400 | .06 | 152 |
| TEENS TOTAL | 11,500 | .09 | 146 |
| CHILD TOTAL | 19,000 | .08 | 146 |
| 6-11 | 11,800 | .08 | 146 |

TV HOUSEHOLDS 16,100 .21 81

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 49,700 | .23 | 80 |
| 18+ | 32,800 | .21 | 81 |
| 18-49 | 24,400 | .21 | 80 |
| 12-24 | 13,500 | .27 | 73 |
| 12-34 | 21,400 | .23 | 78 |
| 18-34 | 14,900 | .22 | 81 |
| WOMEN TOTAL | 18,500 | .22 | 79 |
| 18-49 | 13,300 | .22 | 79 |
| 12-24 | 6,700 | .26 | 75 |
| 18-34 | 8,000 | .22 | 79 |
| 25-49 | 9,800 | .21 | 80 |
| 25-54 | 10,800 | .21 | 80 |
| MEN TOTAL | 14,300 | .20 | 83 |
| 18-49 | 11,100 | .21 | 83 |
| 18-34 | 6,900 | .21 | 82 |
| 21-49 | 9,300 | .20 | 83 |
| 25-49 | 7,600 | .19 | 83 |
| 25-54 | 8,200 | .19 | 84 |
| TEENS TOTAL | 6,500 | .29 | 73 |
| CHILD TOTAL | 10,400 | .25 | 79 |
| 6-11 | 6,500 | .27 | 75 |

TV HOUSEHOLDS 200 - 150

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 900 | .01 | 151 |
| 18+ | 600 | - | 151 |
| 18-49 | 500 | .01 | 149 |
| 12-24 | 200 | - | 148 |
| 12-34 | 400 | - | 150 |
| 18-34 | 300 | - | 151 |
| WOMEN TOTAL | 300 | - | 149 |
| 18-49 | 200 | - | 149 |
| 12-24 | 100 | - | 144 |
| 18-34 | 200 | .01 | 144 |
| 25-49 | 100 | - | 149 |
| 25-54 | 100 | - | 153 |
| MEN TOTAL | 300 | - | 150 |
| 18-49 | 300 | .01 | 147 |
| 18-34 | 100 | - | 151 |
| 21-49 | 300 | .01 | 144 |
| 25-49 | 300 | .01 | 141 |
| 25-54 | 300 | .01 | 144 |
| TEENS TOTAL | 100 | .01 | 140 |
| CHILD TOTAL | 200 | .01 | 149 |
| 6-11 | 100 | - | 146 |

## ALBANY-SCHENECTADY-TROY

TV HOUSEHOLDS 336,200 .54 53

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 849,900 | .52 | 54 |
| 18+ | 668,900 | .53 | 52 |
| 18-49 | 429,800 | .51 | 55 |
| 12-24 | 163,500 | .53 | 52 |
| 12-34 | 305,700 | .50 | 56 |
| 18-34 | 240,200 | .51 | 54 |
| WOMEN TOTAL | 351,300 | .53 | 53 |
| 18-49 | 214,800 | .51 | 56 |
| 12-24 | 79,300 | .52 | 54 |
| 18-34 | 118,800 | .50 | 55 |
| 25-49 | 167,600 | .50 | 55 |
| 25-54 | 188,200 | .50 | 54 |
| MEN TOTAL | 317,600 | .53 | 51 |
| 18-49 | 215,000 | .51 | 53 |
| 18-34 | 121,400 | .51 | 52 |
| 21-49 | 193,300 | .51 | 53 |
| 25-49 | 164,200 | .50 | 55 |
| 25-54 | 183,600 | .50 | 56 |
| TEENS TOTAL | 65,500 | .49 | 57 |
| CHILD TOTAL | 115,500 | .47 | 58 |
| 6-11 | 67,100 | .47 | 59 |

TV HOUSEHOLDS 14,300 .18 84

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 39,900 | .18 | 84 |
| 18+ | 28,500 | .18 | 83 |
| 18-49 | 21,900 | .19 | 83 |
| 12-24 | 10,600 | .21 | 83 |
| 12-34 | 18,000 | .20 | 83 |
| 18-34 | 14,100 | .21 | 82 |
| WOMEN TOTAL | 14,300 | .17 | 84 |
| 18-49 | 10,600 | .17 | 83 |
| 12-24 | 5,100 | .20 | 83 |
| 18-34 | 6,700 | .19 | 83 |
| 25-49 | 7,400 | .16 | 86 |
| 25-54 | 8,200 | .16 | 86 |
| MEN TOTAL | 14,200 | .20 | 84 |
| 18-49 | 11,300 | .21 | 81 |
| 18-34 | 7,400 | .23 | 79 |
| 21-49 | 9,900 | .21 | 82 |
| 25-49 | 7,800 | .20 | 82 |
| 25-54 | 8,500 | .19 | 82 |
| TEENS TOTAL | 3,900 | .17 | 87 |
| CHILD TOTAL | 7,500 | .18 | 88 |
| 6-11 | 3,900 | .16 | 92 |

TV HOUSEHOLDS 4,900 .10 66

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 16,500 | .09 | 66 |
| 18+ | 11,700 | .10 | 64 |
| 18-49 | 9,700 | .10 | 64 |
| 12-24 | 4,700 | .11 | 65 |
| 12-34 | 8,000 | .10 | 65 |
| 18-34 | 6,400 | .10 | 64 |
| WOMEN TOTAL | 5,300 | .09 | 64 |
| 18-49 | 4,200 | .09 | 65 |
| 12-24 | 2,000 | .10 | 66 |
| 18-34 | 2,700 | .09 | 65 |
| 25-49 | 2,900 | .08 | 66 |
| 25-54 | 3,000 | .08 | 68 |
| MEN TOTAL | 6,400 | .10 | 63 |
| 18-49 | 5,500 | .11 | 62 |
| 18-34 | 3,700 | .11 | 61 |
| 21-49 | 4,600 | .10 | 64 |
| 25-49 | 3,700 | .10 | 64 |
| 25-54 | 3,900 | .10 | 65 |
| TEENS TOTAL | 1,600 | .09 | 68 |
| CHILD TOTAL | 3,200 | .09 | 70 |
| 6-11 | 1,900 | .09 | 70 |

## ALBUQUERQUE (HOBBS)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 268,200 | .43 | 61 |
| PERSONS 2+ | 685,100 | .42 | 61 |
| 18+ | 515,900 | .41 | 61 |
| 18-49 | 355,900 | .42 | 60 |
| 12-24 | 124,500 | .40 | 67 |
| 12-34 | 250,300 | .41 | 62 |
| 18-34 | 192,800 | .41 | 60 |
| WOMEN TOTAL | 267,300 | .41 | 61 |
| 18-49 | 179,000 | .42 | 60 |
| 12-24 | 61,600 | .40 | 68 |
| 18-34 | 96,200 | .41 | 60 |
| 25-49 | 145,600 | .43 | 60 |
| 25-54 | 162,700 | .43 | 60 |
| MEN TOTAL | 248,600 | .41 | 61 |
| 18-49 | 176,900 | .42 | 59 |
| 18-34 | 96,600 | .41 | 61 |
| 21-49 | 163,700 | .43 | 59 |
| 25-49 | 143,300 | .44 | 59 |
| 25-54 | 159,000 | .43 | 60 |
| TEENS TOTAL | 57,500 | .43 | 61 |
| CHILD TOTAL | 111,700 | .46 | 61 |
| 6-11 | 66,100 | .46 | 61 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 5,500 | .07 | 108 |
| PERSONS 2+ | 14,200 | .06 | 109 |
| 18+ | 9,700 | .06 | 109 |
| 18-49 | 7,400 | .06 | 109 |
| 12-24 | 3,100 | .06 | 111 |
| 12-34 | 5,900 | .06 | 110 |
| 18-34 | 4,300 | .06 | 111 |
| WOMEN TOTAL | 4,500 | .05 | 114 |
| 18-49 | 3,200 | .05 | 112 |
| 12-24 | 1,400 | .06 | 113 |
| 18-34 | 1,800 | .05 | 114 |
| 25-49 | 2,600 | .06 | 109 |
| 25-54 | 3,000 | .06 | 109 |
| MEN TOTAL | 5,200 | .07 | 108 |
| 18-49 | 4,200 | .08 | 106 |
| 18-34 | 2,500 | .08 | 108 |
| 21-49 | 3,800 | .08 | 106 |
| 25-49 | 3,300 | .08 | 106 |
| 25-54 | 3,600 | .08 | 105 |
| TEENS TOTAL | 1,600 | .07 | 109 |
| CHILD TOTAL | 2,900 | .07 | 110 |
| 6-11 | 1,700 | .07 | 108 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 88,500 | 1.77 | 14 |
| PERSONS 2+ | 265,000 | 1.50 | 14 |
| 18+ | 185,700 | 1.52 | 14 |
| 18-49 | 136,800 | 1.43 | 15 |
| 12-24 | 56,100 | 1.29 | 16 |
| 12-34 | 107,900 | 1.35 | 15 |
| 18-34 | 81,400 | 1.33 | 15 |
| WOMEN TOTAL | 95,400 | 1.58 | 14 |
| 18-49 | 68,600 | 1.49 | 15 |
| 12-24 | [illegible] | 1.36 | 14 |
| 18-34 | 40,500 | 1.41 | 15 |
| 25-49 | 53,600 | 1.55 | 15 |
| 25-54 | 59,300 | 1.56 | 15 |
| MEN TOTAL | 90,300 | 1.47 | 15 |
| 18-49 | 68,200 | 1.37 | 15 |
| 18-34 | 40,900 | 1.26 | 16 |
| 21-49 | 62,300 | 1.40 | 15 |
| 25-49 | 53,600 | 1.47 | 15 |
| 25-54 | 59,000 | 1.49 | 15 |
| TEENS TOTAL | 26,500 | 1.41 | 15 |
| CHILD TOTAL | 52,800 | 1.47 | 15 |
| 6-11 | 31,200 | 1.51 | 15 |

## AMARILLO

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 72,200 | .12 | 131 |
| PERSONS 2+ | 182,300 | .11 | 131 |
| 18+ | 135,300 | .11 | 131 |
| 18-49 | 88,600 | .11 | 132 |
| 12-24 | 34,900 | .11 | 134 |
| 12-34 | 66,200 | .11 | 133 |
| 18-34 | 50,200 | .11 | 133 |
| WOMEN TOTAL | 71,500 | .11 | 131 |
| 18-49 | 45,000 | .11 | 132 |
| 12-24 | 17,600 | .12 | 133 |
| 18-34 | 25,400 | .11 | 133 |
| 25-49 | 35,40. | .11 | 131 |
| 25-54 | 40,100 | .11 | 131 |
| MEN TOTAL | 63,800 | .11 | 132 |
| 18-49 | 43,600 | .10 | 133 |
| 18-34 | 24,800 | .10 | 133 |
| 21-49 | 39,700 | .10 | 132 |
| 25-49 | 34,300 | .10 | 131 |
| 25-54 | 38,500 | .10 | 132 |
| TEENS TOTAL | 16,000 | .12 | 133 |
| CHILD TOTAL | 31,000 | .13 | 133 |
| 6-11 | 18,600 | .13 | 133 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,300 | .04 | 121 |
| PERSONS 2+ | 9,200 | .04 | 121 |
| 18+ | 6,200 | .04 | 121 |
| 18-49 | 4,600 | .04 | 121 |
| 12-24 | 2,200 | .04 | 121 |
| 12-34 | 3,900 | .04 | 121 |
| 18-34 | 2,900 | .04 | 122 |
| WOMEN TOTAL | 3,300 | .04 | 119 |
| 18-49 | 2,400 | .04 | 118 |
| 12-24 | 1,100 | .04 | 119 |
| 18-34 | 1,500 | .04 | 119 |
| 25-49 | 1,800 | .04 | 119 |
| 25-54 | 1,900 | .04 | 119 |
| MEN TOTAL | 2,900 | .04 | 124 |
| 18-49 | 2,200 | .04 | 124 |
| 18-34 | 1,400 | .04 | 125 |
| 21-49 | 2,000 | .04 | 123 |
| 25-49 | 1,600 | .04 | 123 |
| 25-54 | 1,700 | .04 | 124 |
| TEENS TOTAL | 1,000 | .04 | 120 |
| CHILD TOTAL | 2,000 | .05 | 117 |
| 6-11 | 1,200 | .05 | 118 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 7,800 | .15 | 58 |
| PERSONS 2+ | 25,300 | .14 | 56 |
| 18+ | 15,900 | .13 | 59 |
| 18-49 | 13,300 | .14 | 57 |
| 12-24 | 6,500 | .15 | 55 |
| 12-34 | 11,700 | .15 | 54 |
| 18-34 | 8,800 | .14 | 55 |
| WOMEN TOTAL | 7,800 | .13 | 58 |
| 18-49 | 6,400 | .14 | 55 |
| 12-24 | 3,300 | .16 | 54 |
| 18-34 | 4,200 | .15 | 55 |
| 25-49 | 4,600 | .13 | 57 |
| 25-54 | 5,000 | .13 | 57 |
| MEN TOTAL | 8,100 | .13 | 57 |
| 18-49 | 6,900 | .14 | 57 |
| 18-34 | 4,600 | .14 | 56 |
| 21-49 | 6,100 | .14 | 57 |
| 25-49 | 5,100 | .14 | 57 |
| 25-54 | 5,400 | .14 | 57 |
| TEENS TOTAL | 2,900 | .15 | 55 |
| CHILD TOTAL | 6,500 | .18 | 53 |
| 6-11 | 3,700 | .18 | 52 |

## ATLANTA (ATHENS & ROME)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,112,200 | 1.78 | 11 |
| PERSONS 2+ | 2,887,200 | 1.77 | 11 |
| 18+ | 2,207,100 | 1.75 | 11 |
| 18-49 | 1,631,800 | 1.94 | 11 |
| 12-24 | 555,000 | 1.78 | 11 |
| 12-34 | 1,140,700 | 1.88 | 11 |
| 18-34 | 899,800 | 1.90 | 11 |
| WOMEN TOTAL | 1,151,600 | 1.75 | 11 |
| 18-49 | 829,000 | 1.96 | 11 |
| 12-24 | 275,500 | 1.80 | 11 |
| 18-34 | 454,700 | 1.93 | 11 |
| 25-49 | 671,200 | 2.00 | 11 |
| 25-54 | 742,200 | 1.97 | 11 |
| MEN TOTAL | 1,055,500 | 1.76 | 11 |
| 18-49 | 802,600 | 1.92 | 11 |
| 18-34 | 445,100 | 1.87 | 12 |
| 21-49 | 741,300 | 1.94 | 11 |
| 25-49 | 646,300 | 1.97 | 11 |
| 25-54 | 716,000 | 1.95 | 11 |
| TEENS TOTAL | 240,900 | 1.80 | 10 |
| CHILD TOTAL | 439,200 | 1.80 | 11 |
| 6-11 | 256,800 | 1.80 | 10 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 270,200 | 3.46 | 7 |
| PERSONS 2+ | 747,800 | 3.40 | 7 |
| 18+ | 535,400 | 3.42 | 7 |
| 18-49 | 427,600 | 3.75 | 7 |
| 12-24 | 170,500 | 3.39 | 7 |
| 12-34 | 333,300 | 3.65 | 7 |
| 18-34 | 259,100 | 3.78 | 6 |
| WOMEN TOTAL | 294,000 | 3.44 | 7 |
| 18-49 | 229,900 | 3.79 | 7 |
| 12-24 | 87,500 | 3.46 | 7 |
| 18-34 | 138,600 | 3.86 | 6 |
| 25-49 | 178,900 | 3.85 | 7 |
| 25-54 | 194,500 | 3.76 | 7 |
| MEN TOTAL | 241,400 | 3.40 | 7 |
| 18-49 | 197,700 | 3.71 | 7 |
| 18-34 | 120,500 | 3.69 | 6 |
| 21-49 | 179,600 | 3.78 | 6 |
| 25-49 | 152,400 | 3.83 | 6 |
| 25-54 | 165,300 | 3.75 | 7 |
| TEENS TOTAL | 74,200 | 3.27 | 7 |
| CHILD TOTAL | 138,200 | 3.39 | 7 |
| 6-11 | 80,700 | 3.39 | 7 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 19,100 | .38 | 34 |
| PERSONS 2+ | 61,000 | .35 | 36 |
| 18+ | 45,500 | .37 | 33 |
| 18-49 | 38,600 | .40 | 33 |
| 12-24 | 15,300 | .35 | 36 |
| 12-34 | 30,800 | .38 | 35 |
| 18-34 | 25,500 | .42 | 31 |
| WOMEN TOTAL | 20,300 | .34 | 36 |
| 18-49 | 16,700 | .36 | 34 |
| 12-24 | 6,200 | .30 | 41 |
| 18-34 | 10,500 | .37 | 34 |
| 25-49 | 12,700 | .37 | 33 |
| 25-54 | 13,700 | .36 | 34 |
| MEN TOTAL | 25,200 | .41 | 33 |
| 18-49 | 21,900 | .44 | 31 |
| 18-34 | 15,000 | .46 | 30 |
| 21-49 | 20,000 | .45 | 31 |
| 25-49 | 15,900 | .44 | 31 |
| 25-54 | 16,900 | .43 | 32 |
| TEENS TOTAL | 5,300 | .28 | 43 |
| CHILD TOTAL | 10,200 | .28 | 43 |
| 6-11 | 5,500 | .27 | 44 |

## METRO MARKETS POPULATION SUMMARY

### AUGUSTA

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 144,400 | .23 | 98 | 40,600 | .52 | 52 | 1,600 | .03 | 105 |
| PERSONS 2+ | 389,000 | .24 | 98 | 120,000 | .55 | 48 | 5,300 | .03 | 108 |
| 18+ | 289,000 | .23 | 98 | 82,800 | .53 | 50 | 3,700 | .03 | 106 |
| 18-49 | 199,300 | .24 | 97 | 60,900 | .53 | 48 | 3,100 | .03 | 107 |
| 12-24 | 78,900 | .25 | 96 | 28,200 | .56 | 48 | 1,400 | .03 | 108 |
| 12-34 | 147,600 | .24 | 95 | 49,600 | .54 | 48 | 2,600 | .03 | 107 |
| 18-34 | 111,500 | .24 | 93 | 36,000 | .53 | 48 | 2,100 | .03 | 105 |
| WOMEN TOTAL | 151,200 | .23 | 99 | 45,300 | .53 | 49 | 1,700 | .03 | 106 |
| 18-49 | 100,700 | .24 | 98 | 32,300 | .53 | 48 | 1,400 | .03 | 106 |
| 12-24 | 38,400 | .25 | 98 | 14,100 | .56 | 49 | 500 | .02 | 110 |
| 18-34 | 55,800 | .24 | 97 | 18,900 | .53 | 48 | 900 | .03 | 106 |
| 25-49 | 80,100 | .24 | 94 | 25,000 | .54 | 46 | 1,100 | .03 | 102 |
| 25-54 | 89,700 | .24 | 94 | 27,500 | .53 | 47 | 1,300 | .03 | 100 |
| MEN TOTAL | 137,800 | .23 | 98 | 37,500 | .53 | 49 | 2,000 | .03 | 107 |
| 18-49 | 98,600 | .24 | 97 | 28,600 | .54 | 47 | 1,700 | .03 | 106 |
| 18-34 | 55,700 | .23 | 93 | 17,100 | .52 | 49 | 1,200 | .04 | 103 |
| 21-49 | 88,500 | .23 | 97 | 25,300 | .53 | 47 | 1,400 | .03 | 109 |
| 25-49 | 76,400 | .23 | 97 | 21,300 | .54 | 47 | 1,100 | .03 | 109 |
| 25-54 | 85,300 | .23 | 96 | 23,300 | .53 | 47 | 1,300 | .03 | 106 |
| TEENS TOTAL | 36,100 | .27 | 92 | 13,600 | .60 | 47 | 500 | .03 | 108 |
| CHILD TOTAL | 63,900 | .26 | 89 | 23,600 | .58 | 49 | 1,100 | .03 | 108 |
| 6-11 | 38,200 | .27 | 91 | 14,200 | .60 | 47 | 600 | .03 | 107 |

### AUSTIN, TX

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 315,600 | .50 | 56 | 26,300 | .34 | 65 | 50,100 | 1.00 | 23 |
| PERSONS 2+ | 782,600 | .48 | 56 | 69,800 | .32 | 67 | 160,900 | .91 | 23 |
| 18+ | 602,100 | .48 | 56 | 49,700 | .32 | 66 | 110,600 | .91 | 22 |
| 18-49 | 465,200 | .55 | 50 | 38,700 | .34 | 65 | 92,700 | .97 | 20 |
| 12-24 | 180,000 | .58 | 46 | 17,800 | .35 | 65 | 42,800 | .99 | 22 |
| 12-34 | 346,500 | .57 | 46 | 32,600 | .36 | 65 | 79,200 | .99 | 21 |
| 18-34 | 286,100 | .60 | 42 | 25,300 | .37 | 64 | 62,900 | 1.03 | 19 |
| WOMEN TOTAL | 304,100 | .46 | 57 | 25,900 | .30 | 65 | 54,900 | .91 | 23 |
| 18-49 | 228,100 | .54 | 52 | 19,500 | .32 | 65 | 45,000 | .98 | 21 |
| 12-24 | 88,600 | .58 | 47 | 9,000 | .36 | 66 | 21,000 | 1.02 | 21 |
| 18-34 | 140,000 | .59 | 43 | 12,700 | .35 | 65 | 30,300 | 1.06 | 19 |
| 25-49 | 169,200 | .50 | 54 | 14,200 | .31 | 65 | 31,900 | .92 | 22 |
| 25-54 | 184,900 | .49 | 55 | 15,500 | .30 | 66 | 34,300 | .90 | 22 |
| MEN TOTAL | 298,000 | .50 | 56 | 23,800 | .32 | 67 | 55,700 | .91 | 23 |
| 18-49 | 237,100 | .57 | 46 | 19,200 | .36 | 64 | 47,700 | .96 | 20 |
| 18-34 | 146,100 | .61 | 41 | 12,600 | .39 | 62 | 32,600 | 1.00 | 20 |
| 21-49 | 212,800 | .56 | 47 | 17,000 | .36 | 65 | 42,500 | .96 | 20 |
| 25-49 | 176,400 | .54 | 51 | 14,000 | .35 | 65 | 34,300 | .94 | 21 |
| 25-54 | 191,600 | .52 | 52 | 15,100 | .34 | 66 | 36,500 | .92 | 22 |
| TEENS TOTAL | 60,400 | .45 | 60 | 7,300 | .32 | 70 | 16,300 | .87 | 24 |
| CHILD TOTAL | 120,100 | .49 | 57 | 12,800 | .31 | 70 | 34,000 | .95 | 24 |
| 6-11 | 69,700 | .49 | 57 | 7,600 | .32 | 70 | 19,400 | .94 | 24 |

### BAKERSFIELD

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 158,600 | .25 | 92 | 8,100 | .10 | 100 | 35,500 | .71 | 27 |
| PERSONS 2+ | 460,700 | .28 | 83 | 25,300 | .11 | 99 | 142,400 | .81 | 25 |
| 18+ | 326,400 | .26 | 89 | 17,100 | .11 | 100 | 89,000 | .73 | 26 |
| 18-49 | 227,500 | .27 | 84 | 12,800 | .11 | 100 | 73,400 | .77 | 24 |
| 12-24 | 90,900 | .29 | 85 | 5,800 | .12 | 101 | 35,600 | .82 | 24 |
| 12-34 | 175,900 | .29 | 83 | 10,900 | .12 | 100 | 65,200 | .81 | 24 |
| 18-34 | 132,200 | .28 | 82 | 8,300 | .12 | 100 | 48,600 | .79 | 24 |
| WOMEN TOTAL | 162,600 | .25 | 93 | 8,000 | .09 | 100 | 41,000 | .68 | 27 |
| 18-49 | 109,400 | .26 | 86 | 5,700 | .09 | 100 | 33,100 | .72 | 27 |
| 12-24 | 43,800 | .29 | 87 | 2,700 | .11 | 100 | 16,600 | .81 | 24 |
| 18-34 | 62,900 | .27 | 87 | 3,600 | .10 | 101 | 21,600 | .75 | 25 |
| 25-49 | 86,900 | .26 | 86 | 4,300 | .09 | 100 | 24,600 | .71 | 27 |
| 25-54 | 96,900 | .26 | 87 | 4,700 | .09 | 100 | 26,500 | .70 | 27 |
| MEN TOTAL | 163,800 | .27 | 88 | 9,100 | .13 | 97 | 48,000 | .78 | 25 |
| 18-49 | 118,100 | .28 | 83 | 7,100 | .13 | 96 | 40,300 | .81 | 24 |
| 18-34 | 69,300 | .29 | 82 | 4,700 | .14 | 96 | 27,000 | .83 | 23 |
| 21-49 | 108,300 | .28 | 81 | 6,400 | .13 | 95 | 36,200 | .81 | 24 |
| 25-49 | 93,400 | .28 | 80 | 5,300 | .13 | 95 | 29,800 | .82 | 24 |
| 25-54 | 103,400 | .28 | 81 | 5,700 | .13 | 95 | 31,900 | .80 | 24 |
| TEENS TOTAL | 43,700 | .33 | 80 | 2,600 | .11 | 100 | 16,600 | .89 | 23 |
| CHILD TOTAL | 90,600 | .37 | 68 | 5,600 | .14 | 99 | 36,800 | 1.02 | 23 |
| 6-11 | 52,900 | .37 | 69 | 3,000 | .13 | 100 | 21,200 | 1.03 | 22 |

# METRO MARKETS POPULATION SUMMARY

## BALTIMORE

TV HOUSEHOLDS 883,300 1.41 17

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 2,311,900 | 1.41 | 16 |
| 18+ | 1,807,200 | 1.44 | 15 |
| 18-49 | 1,213,200 | 1.44 | 15 |
| 12-24 | 411,400 | 1.32 | 17 |
| 12-34 | 641,100 | 1.39 | 15 |
| 18-34 | 669,600 | 1.42 | 15 |
| WOMEN TOTAL | 950,100 | 1.44 | 16 |
| 18-49 | 615,400 | 1.46 | 15 |
| 12-24 | 202,900 | 1.33 | 17 |
| 18-34 | 337,300 | 1.43 | 15 |
| 25-49 | 496,400 | 1.48 | 15 |
| 25-54 | 556,400 | 1.48 | 14 |
| MEN TOTAL | 857,100 | 1.43 | 15 |
| 18-49 | 597,800 | 1.43 | 15 |
| 18-34 | 332,300 | 1.40 | 15 |
| 21-49 | 550,700 | 1.44 | 15 |
| 25-49 | 476,900 | 1.45 | 15 |
| 25-54 | 534,200 | 1.45 | 15 |
| TEENS TOTAL | 171,500 | 1.28 | 17 |
| CHILD TOTAL | 333,200 | 1.37 | 17 |
| 6-11 | 191,200 | 1.34 | 18 |

TV HOUSEHOLDS 209,200 2.68 9

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 696,200 | 2.71 | 9 |
| 18+ | 440,700 | 2.81 | 9 |
| 18-49 | 316,600 | 2.78 | 9 |
| 12-24 | 124,200 | 2.47 | 10 |
| 12-34 | 240,200 | 2.63 | 10 |
| 18-34 | 186,800 | 2.73 | 9 |
| WOMEN TOTAL | 241,000 | 2.82 | 8 |
| 18-49 | 168,900 | 2.79 | 9 |
| 12-24 | 62,200 | 2.46 | 10 |
| 18-34 | 98,200 | 2.74 | 9 |
| 25-49 | 132,900 | 2.86 | 9 |
| 25-54 | 147,500 | 2.85 | 9 |
| MEN TOTAL | 199,700 | 2.81 | 9 |
| 18-49 | 147,700 | 2.77 | 9 |
| 18-34 | 88,600 | 2.72 | 10 |
| 21-49 | 133,300 | 2.81 | 9 |
| 25-49 | 112,900 | 2.84 | 9 |
| 25-54 | 125,000 | 2.84 | 9 |
| TEENS TOTAL | 53,400 | 2.35 | 10 |
| CHILD TOTAL | 102,100 | 2.50 | 10 |
| 6-11 | 59,200 | 2.49 | 10 |

TV HOUSEHOLDS 9,500 .19 49

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 30,300 | .17 | 52 |
| 18+ | 22,300 | .18 | 48 |
| 18-49 | 17,400 | .18 | 50 |
| 12-24 | 6,900 | .16 | 53 |
| 12-34 | 13,600 | .17 | 53 |
| 18-34 | 11,000 | .18 | 50 |
| WOMEN TOTAL | 10,900 | .18 | 47 |
| 18-49 | 8,200 | .18 | 50 |
| 12-24 | 3,200 | .16 | 55 |
| 18-34 | 5,000 | .17 | 52 |
| 25-49 | 6,400 | .19 | 48 |
| 25-54 | 7,100 | .19 | 48 |
| MEN TOTAL | 11,400 | .19 | 49 |
| 18-49 | 9,200 | .19 | 50 |
| 18-34 | 6,000 | .18 | 50 |
| 21-49 | 8,200 | .18 | 50 |
| 25-49 | 6,700 | .18 | 50 |
| 25-54 | 7,100 | .18 | 50 |
| TEENS TOTAL | 2,600 | .14 | 59 |
| CHILD TOTAL | 5,400 | .15 | 58 |
| 6-11 | 3,200 | .15 | 57 |

## BANGOR

TV HOUSEHOLDS 54,100 .09 145

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 141,800 | .09 | 144 |
| 18+ | 109,800 | .09 | 144 |
| 18-49 | 73,400 | .09 | 143 |
| 12-24 | 30,700 | .10 | 141 |
| 12-34 | 54,300 | .09 | 144 |
| 18-34 | 42,200 | .09 | 142 |
| WOMEN TOTAL | 56,900 | .09 | 144 |
| 18-49 | 36,600 | .09 | 144 |
| 12-24 | 15,000 | .10 | 141 |
| 18-34 | 21,000 | .09 | 141 |
| 25-49 | 27,600 | .08 | 144 |
| 25-54 | 31,200 | .08 | 144 |
| MEN TOTAL | 52,900 | .09 | 143 |
| 18-49 | 36,800 | .09 | 143 |
| 18-34 | 21,200 | .09 | 142 |
| 21-49 | 32,400 | .08 | 144 |
| 25-49 | 27,200 | .08 | 144 |
| 25-54 | 30,600 | .08 | 144 |
| TEENS TOTAL | 12,100 | .09 | 144 |
| CHILD TOTAL | 19,900 | .08 | 145 |
| 6-11 | 12,100 | .08 | 145 |

TV HOUSEHOLDS 200 - 148

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 600 | - | 149 |
| 18+ | 400 | - | 148 |
| 18-49 | 300 | - | 149 |
| 12-24 | 200 | - | 148 |
| 12-34 | 300 | - | 150 |
| 18-34 | 200 | - | 148 |
| WOMEN TOTAL | 100 | - | 148 |
| 18-49 | 100 | - | 147 |
| 12-24 | 100 | - | 142 |
| 18-34 | | | 151 |
| 25-49 | 100 | - | 145 |
| 25-54 | 100 | - | 146 |
| MEN TOTAL | 300 | - | 147 |
| 18-49 | 200 | - | 148 |
| 18-34 | 200 | .01 | 145 |
| 21-49 | 100 | - | 151 |
| 25-49 | 100 | - | 150 |
| 25-54 | 100 | - | 150 |
| TEENS TOTAL | 100 | - | 147 |
| CHILD TOTAL | 100 | - | 149 |
| 6-11 | 100 | - | 142 |

TV HOUSEHOLDS 200 - 150

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 800 | - | 152 |
| 18+ | 600 | - | 151 |
| 18-49 | 400 | - | 152 |
| 12-24 | 300 | .01 | 143 |
| 12-34 | 500 | .01 | 149 |
| 18-34 | 400 | .01 | 146 |
| WOMEN TOTAL | 300 | - | 149 |
| 18-49 | 200 | - | 149 |
| 12-24 | 200 | .01 | 138 |
| 18-34 | 200 | .01 | 144 |
| 25-49 | 100 | - | 149 |
| 25-54 | 200 | .01 | 146 |
| MEN TOTAL | 300 | - | 150 |
| 18-49 | 200 | - | 150 |
| 18-34 | 200 | .01 | 147 |
| 21-49 | 100 | - | 153 |
| 25-49 | 100 | - | 152 |
| 25-54 | 100 | - | 152 |
| TEENS TOTAL | 100 | .01 | 140 |
| CHILD TOTAL | 100 | - | 153 |
| 6-11 | 100 | - | 146 |

## BATON ROUGE

TV HOUSEHOLDS 187,000 .30 78

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 508,100 | .31 | 78 |
| 18+ | 373,500 | .30 | 80 |
| 18-49 | 266,900 | .32 | 77 |
| 12-24 | 112,600 | .36 | 74 |
| 12-34 | 201,800 | .33 | 75 |
| 18-34 | 154,200 | .33 | 75 |
| WOMEN TOTAL | 197,100 | .30 | 78 |
| 18-49 | 137,400 | .32 | 75 |
| 12-24 | 56,700 | .37 | 71 |
| 18-34 | 79,200 | .34 | 73 |
| 25-49 | 104,100 | .31 | 76 |
| 25-54 | 116,200 | .31 | 78 |
| MEN TOTAL | 176,400 | .29 | 80 |
| 18-49 | 129,500 | .31 | 78 |
| 18-34 | 75,000 | .32 | 77 |
| 21-49 | 116,000 | .30 | 78 |
| 25-49 | 97,800 | .30 | 79 |
| 25-54 | 108,900 | .30 | 79 |
| TEENS TOTAL | 47,600 | .36 | 70 |
| CHILD TOTAL | 87,000 | .36 | 72 |
| 6-11 | 52,400 | .37 | 70 |

TV HOUSEHOLDS 49,600 .63 40

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 151,000 | .69 | 37 |
| 18+ | 102,600 | .66 | 40 |
| 18-49 | 76,900 | .68 | 38 |
| 12-24 | 38,200 | .76 | 34 |
| 12-34 | 64,200 | .70 | 36 |
| 18-34 | 47,100 | .69 | 37 |
| WOMEN TOTAL | 57,100 | .67 | 38 |
| 18-49 | 42,000 | .69 | 36 |
| 12-24 | 19,700 | .78 | 31 |
| 18-34 | 25,500 | .71 | 37 |
| 25-49 | 30,900 | .66 | 37 |
| 25-54 | 34,100 | .66 | 37 |
| MEN TOTAL | 45,500 | .64 | 40 |
| 18-49 | 34,900 | .65 | 43 |
| 18-34 | 21,600 | .66 | 41 |
| 21-49 | 30,100 | .63 | 43 |
| 25-49 | 24,900 | .63 | 44 |
| 25-54 | 27,400 | .62 | 44 |
| TEENS TOTAL | 17,100 | .75 | 33 |
| CHILD TOTAL | 31,300 | .77 | 31 |
| 6-11 | 18,500 | .78 | 32 |

TV HOUSEHOLDS 2,500 .05 83

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 7,100 | .04 | 97 |
| 18+ | 5,400 | .04 | 85 |
| 18-49 | 4,100 | .04 | 92 |
| 12-24 | 1,600 | .04 | 100 |
| 12-34 | 2,900 | .04 | 101 |
| 18-34 | 2,400 | .04 | 96 |
| WOMEN TOTAL | 2,700 | .04 | 81 |
| 18-49 | 2,000 | .04 | 85 |
| 12-24 | 700 | .03 | 98 |
| 18-34 | 1,100 | .04 | 96 |
| 25-49 | 1,500 | .04 | 82 |
| 25-54 | 1,700 | .04 | 82 |
| MEN TOTAL | 2,700 | .04 | 90 |
| 18-49 | 2,100 | .04 | 94 |
| 18-34 | 1,300 | .04 | 98 |
| 21-49 | 1,800 | .04 | 94 |
| 25-49 | 1,500 | .04 | 94 |
| 25-54 | 1,600 | .04 | 93 |
| TEENS TOTAL | 500 | .03 | 108 |
| CHILD TOTAL | 1,200 | .03 | 100 |
| 6-11 | 1,000 | .05 | 80 |

## METRO MARKETS POPULATION SUMMARY

### BEAUMONT-PORT ARTHUR

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 132,000 | .21 | 104 |
| PERSONS 2+ | 345,100 | .21 | 102 |
| 18+ | 256,800 | .20 | 103 |
| 18-49 | 159,100 | .19 | 106 |
| 12-24 | 63,900 | .21 | 106 |
| 12-34 | 118,400 | .20 | 109 |
| 18-34 | 86,600 | .18 | 109 |
| WOMEN TOTAL | 135,700 | .21 | 103 |
| 18-49 | 80,800 | .19 | 107 |
| 12-24 | 31,800 | .21 | 107 |
| 18-34 | 44,000 | .19 | 109 |
| 25-49 | 64,600 | .19 | 105 |
| 25-54 | 73,900 | .20 | 103 |
| MEN TOTAL | 121,100 | .20 | 103 |
| 18-49 | 78,300 | .19 | 108 |
| 18-34 | 42,600 | .18 | 109 |
| 21-49 | 71,500 | .19 | 106 |
| 25-49 | 62,400 | .19 | 105 |
| 25-54 | 71,000 | .19 | 104 |
| TEENS TOTAL | 31,800 | .24 | 102 |
| CHILD TOTAL | 56,500 | .23 | 99 |
| 6-11 | 34,800 | .24 | 98 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 28,300 | .38 | 63 |
| PERSONS 2+ | 80,700 | .37 | 63 |
| 18+ | 55,400 | .35 | 63 |
| 18-49 | 37,000 | .32 | 68 |
| 12-24 | 17,700 | .35 | 66 |
| 12-34 | 30,600 | .34 | 67 |
| 18-34 | 21,500 | .31 | 69 |
| WOMEN TOTAL | 30,600 | .38 | 62 |
| 18-49 | 19,900 | .33 | 64 |
| 12-24 | 9,100 | .36 | 64 |
| 18-34 | 11,600 | .32 | 67 |
| 25-49 | 15,400 | .33 | 63 |
| 25-54 | 17,400 | .34 | 63 |
| MEN TOTAL | 24,900 | .35 | 64 |
| 18-49 | 17,100 | .32 | 69 |
| 18-34 | 9,900 | .30 | 69 |
| 21-49 | 15,200 | .32 | 68 |
| 25-49 | 13,000 | .33 | 68 |
| 25-54 | 14,500 | .33 | 68 |
| TEENS TOTAL | 9,100 | .40 | 62 |
| CHILD TOTAL | 16,200 | .40 | 63 |
| 6-11 | 9,900 | .42 | 62 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,800 | .10 | 67 |
| PERSONS 2+ | 14,900 | .08 | 70 |
| 18+ | 10,200 | .08 | 68 |
| 18-49 | 7,300 | .08 | 70 |
| 12-24 | 3,400 | .08 | 69 |
| 12-34 | 6,000 | .07 | 70 |
| 18-34 | 4,400 | .07 | 73 |
| WOMEN TOTAL | 5,000 | .08 | 67 |
| 18-49 | 3,400 | .07 | 70 |
| 12-24 | 1,700 | .08 | 69 |
| 18-34 | 2,100 | .07 | 72 |
| 25-49 | 2,500 | .07 | 69 |
| 25-54 | 2,900 | .08 | 69 |
| MEN TOTAL | 5,200 | .08 | 69 |
| 18-49 | 3,900 | .08 | 70 |
| 18-34 | 2,300 | .07 | 74 |
| 21-49 | 3,500 | .08 | 70 |
| 25-49 | 3,000 | .08 | 69 |
| 25-54 | 3,300 | .08 | 69 |
| TEENS TOTAL | 1,600 | .09 | 68 |
| CHILD TOTAL | 3,100 | .09 | 71 |
| 6-11 | 2,000 | .10 | 69 |

### BILLINGS-HARDIN

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 43,900 | .07 | 149 |
| PERSONS 2+ | 107,900 | .07 | 151 |
| 18+ | 80,800 | .06 | 151 |
| 18-49 | 52,400 | .06 | 151 |
| 12-24 | 19,300 | .06 | 152 |
| 12-34 | 37,100 | .06 | 152 |
| 18-34 | 27,400 | .06 | 152 |
| WOMEN TOTAL | 42,600 | .06 | 150 |
| 18-49 | 26,900 | .06 | 150 |
| 12-24 | 9,700 | .06 | 152 |
| 18-34 | 14,300 | .06 | 151 |
| 25-49 | 21,900 | .07 | 149 |
| 25-54 | 24,600 | .07 | 149 |
| MEN TOTAL | 38,200 | .06 | 151 |
| 18-49 | 25,500 | .06 | 150 |
| 18-34 | 13,100 | .06 | 152 |
| 21-49 | 23,500 | .06 | 150 |
| 25-49 | 20,900 | .06 | 150 |
| 25-54 | 23,500 | .06 | 150 |
| TEENS TOTAL | 9,700 | .07 | 150 |
| CHILD TOTAL | 17,400 | .07 | 152 |
| 6-11 | 10,600 | .07 | 152 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 200 | - | 148 |
| PERSONS 2+ | 500 | - | 150 |
| 18+ | 300 | - | 150 |
| 18-49 | 300 | - | 149 |
| 12-24 | 100 | - | 152 |
| 12-34 | 100 | - | 156 |
| 18-34 | 100 | - | 154 |
| WOMEN TOTAL | 100 | - | 148 |
| 18-49 | 100 | - | 147 |
| 12-24 | | | 150 |
| 18-34 | | | 151 |
| 25-49 | 100 | - | 145 |
| 25-54 | 100 | - | 146 |
| MEN TOTAL | 200 | - | 149 |
| 18-49 | 200 | - | 148 |
| 18-34 | 100 | - | 151 |
| 21-49 | 200 | - | 148 |
| 25-49 | 100 | - | 150 |
| 25-54 | 100 | - | 150 |
| TEENS TOTAL | | | 153 |
| CHILD TOTAL | 200 | - | 145 |
| 6-11 | 100 | - | 142 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,000 | .02 | 116 |
| PERSONS 2+ | 3,000 | .02 | 125 |
| 18+ | 1,900 | .02 | 126 |
| 18-49 | 1,500 | .02 | 125 |
| 12-24 | 800 | .02 | 124 |
| 12-34 | 1,300 | .02 | 126 |
| 18-34 | 900 | .01 | 128 |
| WOMEN TOTAL | 900 | .01 | 122 |
| 18-49 | 700 | .02 | 124 |
| 12-24 | 400 | .02 | 117 |
| 18-34 | 400 | .01 | 130 |
| 25-49 | 500 | .01 | 121 |
| 25-54 | 500 | .01 | 125 |
| MEN TOTAL | 1,000 | .02 | 125 |
| 18-49 | 800 | .02 | 124 |
| 18-34 | 500 | .02 | 124 |
| 21-49 | 700 | .02 | 123 |
| 25-49 | 600 | .02 | 123 |
| 25-54 | 600 | .02 | 126 |
| TEENS TOTAL | 400 | .02 | 114 |
| CHILD TOTAL | 700 | .02 | 116 |
| 6-11 | 400 | .02 | 114 |

### BILOXI-GULFPORT-PASCAGOULA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 99,500 | .16 | 123 |
| PERSONS 2+ | 270,900 | .17 | 117 |
| 18+ | 199,800 | .16 | 120 |
| 18-49 | 133,700 | .16 | 119 |
| 12-24 | 56,200 | .18 | 114 |
| 12-34 | 102,800 | .17 | 115 |
| 18-34 | 76,500 | .16 | 115 |
| WOMEN TOTAL | 102,100 | .16 | 123 |
| 18-49 | 66,300 | .16 | 120 |
| 12-24 | 26,800 | .18 | 116 |
| 18-34 | 37,100 | .16 | 118 |
| 25-49 | 52,400 | .16 | 120 |
| 25-54 | 59,600 | .16 | 119 |
| MEN TOTAL | 97,700 | .16 | 119 |
| 18-49 | 67,400 | .16 | 118 |
| 18-34 | 39,400 | .17 | 115 |
| 21-49 | 60,000 | .16 | 119 |
| 25-49 | 51,400 | .16 | 119 |
| 25-54 | 58,500 | .16 | 119 |
| TEENS TOTAL | 26,300 | .20 | 110 |
| CHILD TOTAL | 44,800 | .18 | 114 |
| 6-11 | 27,000 | .19 | 114 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 17,800 | .23 | 80 |
| PERSONS 2+ | 53,500 | .24 | 77 |
| 18+ | 35,100 | .22 | 78 |
| 18-49 | 26,200 | .23 | 77 |
| 12-24 | 13,600 | .27 | 72 |
| 12-34 | 22,900 | .25 | 74 |
| 18-34 | 16,000 | .23 | 76 |
| WOMEN TOTAL | 18,900 | .22 | 78 |
| 18-49 | 13,800 | .23 | 77 |
| 12-24 | 6,800 | .27 | 73 |
| 18-34 | 8,300 | .23 | 78 |
| 25-49 | 10,500 | .23 | 77 |
| 25-54 | 11,600 | .22 | 77 |
| MEN TOTAL | 16,200 | .23 | 77 |
| 18-49 | 12,400 | .23 | 76 |
| 18-34 | 7,700 | .24 | 75 |
| 21-49 | 10,800 | .23 | 76 |
| 25-49 | 9,000 | .23 | 76 |
| 25-54 | 10,000 | .23 | 76 |
| TEENS TOTAL | 6,900 | .30 | 71 |
| CHILD TOTAL | 11,500 | .28 | 73 |
| 6-11 | 7,000 | .29 | 72 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,200 | .02 | 113 |
| PERSONS 2+ | 3,800 | .02 | 114 |
| 18+ | 2,800 | .02 | 113 |
| 18-49 | 2,200 | .02 | 116 |
| 12-24 | 900 | .02 | 117 |
| 12-34 | 1,700 | .02 | 118 |
| 18-34 | 1,400 | .02 | 117 |
| WOMEN TOTAL | 1,400 | .02 | 111 |
| 18-49 | 1,100 | .02 | 113 |
| 12-24 | 400 | .02 | 117 |
| 18-34 | 700 | .02 | 111 |
| 25-49 | 800 | .02 | 112 |
| 25-54 | 800 | .02 | 113 |
| MEN TOTAL | 1,400 | .02 | 117 |
| 18-49 | 1,100 | .02 | 118 |
| 18-34 | 700 | .02 | 116 |
| 21-49 | 900 | .02 | 120 |
| 25-49 | 800 | .02 | 117 |
| 25-54 | 800 | .02 | 118 |
| TEENS TOTAL | 300 | .02 | 120 |
| CHILD TOTAL | 700 | .02 | 116 |
| 6-11 | 400 | .02 | 114 |

## METRO MARKETS POPULATION SUMMARY

### BINGHAMTON

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 99,500 | .16 | 123 | 1,600 | .02 | 126 | 900 | .02 | 121 |
| PERSONS 2+ | 253,700 | .16 | 123 | 4,400 | .02 | 132 | 2,900 | .02 | 126 |
| 18+ | 197,800 | .16 | 124 | 3,000 | .02 | 132 | 2,000 | .02 | 123 |
| 18-49 | 124,100 | .15 | 122 | 2,400 | .02 | 132 | 1,600 | .02 | 123 |
| 12-24 | 47,600 | .15 | 125 | 1,400 | .03 | 128 | 900 | .02 | 117 |
| 12-34 | 90,200 | .15 | 126 | 2,100 | .02 | 130 | 1,300 | .02 | 126 |
| 18-34 | 70,600 | .15 | 126 | 1,600 | .02 | 130 | 1,000 | .02 | 125 |
| WOMEN TOTAL | 104,200 | .16 | 121 | 1,500 | .02 | 127 | 1,000 | .02 | 117 |
| 18-49 | 62,500 | .15 | 122 | 1,200 | .02 | 127 | 800 | .02 | 118 |
| 12-24 | 23,800 | .16 | 123 | 700 | .03 | 124 | 500 | .02 | 110 |
| 18-34 | 35,500 | .15 | 124 | 800 | .02 | 126 | 500 | .02 | 120 |
| 25-49 | 48,200 | .14 | 122 | 700 | .02 | 128 | 500 | .01 | 121 |
| 25-54 | 64,900 | .15 | 122 | 800 | .02 | 127 | 600 | .02 | 118 |
| MEN TOTAL | 93,600 | .16 | 123 | 1,500 | .02 | 132 | 1,000 | .02 | 125 |
| 18-49 | 61,600 | .15 | 124 | 1,200 | .02 | 132 | 800 | .02 | 124 |
| 18-34 | 35,100 | .15 | 125 | 800 | .02 | 132 | 500 | .02 | 124 |
| 21-49 | 55,700 | .15 | 122 | 1,000 | .02 | 132 | 600 | .01 | 129 |
| 25-49 | 47,900 | .15 | 121 | 800 | .02 | 132 | 500 | .01 | 129 |
| 25-54 | 54,200 | .15 | 121 | 900 | .02 | 132 | 600 | .02 | 126 |
| TEENS TOTAL | 19,600 | .15 | 128 | 500 | .02 | 127 | 300 | .02 | 120 |
| CHILD TOTAL | 36,300 | .15 | 125 | 900 | .02 | 128 | 600 | .02 | 122 |
| 6-11 | 21,300 | .15 | 126 | 500 | .02 | 126 | 400 | .02 | 114 |

### BIRMINGHAM (GADSDEN)

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 347,500 | .56 | 51 | 85,500 | 1.10 | 19 | 1,200 | .02 | 113 |
| PERSONS 2+ | 884,700 | .54 | 51 | 238,100 | 1.08 | 19 | 3,500 | .02 | 118 |
| 18+ | 678,400 | .54 | 51 | 169,600 | 1.08 | 19 | 2,600 | .02 | 115 |
| 18-49 | 434,000 | .52 | 53 | 114,000 | 1.00 | 21 | 2,200 | .02 | 116 |
| 12-24 | 162,700 | .52 | 53 | 50,800 | 1.01 | 20 | 900 | .02 | 117 |
| 12-34 | 311,400 | .51 | 53 | 90,700 | .99 | 21 | 1,800 | .02 | 116 |
| 18-34 | 235,400 | .50 | 55 | 65,500 | .96 | 21 | 1,500 | .02 | 115 |
| WOMEN TOTAL | 365,700 | .56 | 51 | 96,100 | 1.12 | 19 | 1,400 | .02 | 111 |
| 18-49 | 223,800 | .53 | 53 | 62,200 | 1.03 | 20 | 1,200 | .03 | 110 |
| 12-24 | 82,000 | .54 | 52 | 26,000 | 1.03 | 20 | 400 | .02 | 117 |
| 18-34 | 121,200 | .52 | 54 | 35,700 | .99 | 21 | 700 | .02 | 111 |
| 25-49 | 179,400 | .53 | 52 | 48,700 | 1.05 | 20 | 900 | .03 | 109 |
| 25-54 | 203,100 | .54 | 52 | 54,100 | 1.05 | 20 | 900 | .02 | 109 |
| MEN TOTAL | 312,700 | .52 | 52 | 73,500 | 1.03 | 19 | 1,200 | .02 | 120 |
| 18-49 | 210,200 | .50 | 55 | 51,800 | .97 | 21 | 1,000 | .02 | 120 |
| 18-34 | 114,200 | .48 | 56 | 29,800 | .91 | 23 | 800 | .02 | 115 |
| 21-49 | 192,700 | .50 | 55 | 46,400 | .98 | 21 | 1,000 | .02 | 118 |
| 25-49 | 167,900 | .51 | 53 | 39,700 | 1.00 | 21 | 700 | .02 | 120 |
| 25-54 | 188,900 | .51 | 53 | 43,700 | .99 | 21 | 800 | .02 | 118 |
| TEENS TOTAL | 76,000 | .57 | 50 | 25,200 | 1.11 | 18 | 300 | .02 | 120 |
| CHILD TOTAL | 130,300 | .53 | 52 | 43,300 | 1.06 | 19 | 600 | .02 | 122 |
| 6-11 | 78,700 | .55 | 51 | 26,300 | 1.11 | 19 | 400 | .02 | 114 |

### BOISE

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 109,000 | .17 | 114 | 500 | .01 | 141 | 4,700 | .09 | 69 |
| PERSONS 2+ | 286,100 | .17 | 116 | 1,200 | .01 | 142 | 17,100 | .10 | 65 |
| 18+ | 209,500 | .17 | 116 | 700 | - | 143 | 10,700 | .09 | 67 |
| 18-49 | 141,900 | .17 | 115 | 700 | .01 | 140 | 8,900 | .09 | 66 |
| 12-24 | 55,300 | .18 | 115 | 400 | .01 | 141 | 4,300 | .10 | 66 |
| 12-34 | 103,100 | .17 | 114 | 600 | .01 | 142 | 7,700 | .10 | 67 |
| 18-34 | 75,800 | .16 | 116 | 400 | .01 | 142 | 5,800 | .09 | 67 |
| WOMEN TOTAL | 108,100 | .16 | 117 | 200 | - | 142 | 4,900 | .08 | 68 |
| 18-49 | 70,800 | .17 | 115 | 200 | - | 141 | 4,000 | .09 | 66 |
| 12-24 | 27,300 | .18 | 114 | 100 | - | 142 | 2,100 | .10 | 64 |
| 18-34 | 38,000 | .16 | 115 | 100 | - | 142 | 2,600 | .09 | 66 |
| 25-49 | 56,800 | .17 | 115 | 200 | - | 138 | 2,900 | .08 | 66 |
| 25-54 | 63,600 | .17 | 115 | 200 | - | 140 | 3,100 | .08 | 67 |
| MEN TOTAL | 101,400 | .17 | 115 | 500 | .01 | 143 | 5,800 | .09 | 67 |
| 18-49 | 71,100 | .17 | 113 | 500 | .01 | 140 | 4,900 | .10 | 67 |
| 18-34 | 37,800 | .16 | 119 | 300 | .01 | 140 | 3,200 | .10 | 66 |
| 21-49 | 65,400 | .17 | 114 | 400 | .01 | 140 | 4,300 | .10 | 67 |
| 25-49 | 57,100 | .17 | 113 | 300 | .01 | 140 | 3,600 | .10 | 66 |
| 25-54 | 63,700 | .17 | 114 | 300 | .01 | 141 | 3,900 | .10 | 65 |
| TEENS TOTAL | 27,300 | .20 | 106 | 200 | .01 | 134 | 1,900 | .10 | 64 |
| CHILD TOTAL | 49,300 | .20 | 106 | 300 | .01 | 141 | 4,500 | .13 | 63 |
| 6-11 | 30,400 | .21 | 105 | 100 | - | 142 | 2,700 | .13 | 60 |

# METRO MARKETS POPULATION SUMMARY

## BOSTON (DERRY, MANCHESTER & WORCESTER)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,401,300 | 2.24 | 8 |
| PERSONS 2+ | 3,646,700 | 2.23 | 8 |
| 18+ | 2,932,200 | 2.33 | 8 |
| 18-49 | 1,957,200 | 2.33 | 9 |
| 12-24 | 690,600 | 2.22 | 9 |
| 12-34 | 1,388,000 | 2.29 | 9 |
| 18-34 | 1,134,400 | 2.40 | 7 |
| WOMEN TOTAL | 1,550,400 | 2.36 | 7 |
| 18-49 | 989,100 | 2.34 | 8 |
| 12-24 | 343,400 | 2.25 | 9 |
| 18-34 | 568,000 | 2.41 | 8 |
| 25-49 | 769,600 | 2.29 | 9 |
| 25-54 | 861,400 | 2.29 | 9 |
| MEN TOTAL | 1,381,800 | 2.30 | 8 |
| 18-49 | 968,100 | 2.31 | 9 |
| 18-34 | 566,400 | 2.38 | 7 |
| 21-49 | 885,400 | 2.32 | 10 |
| 25-49 | 750,600 | 2.28 | 10 |
| 25-54 | 836,000 | 2.27 | 10 |
| TEENS TOTAL | 253,600 | 1.90 | 9 |
| CHILD TOTAL | 460,900 | 1.89 | 9 |
| 6-11 | 263,100 | 1.84 | 9 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 73,800 | .95 | 21 |
| PERSONS 2+ | 209,500 | .95 | 21 |
| 18+ | 152,000 | .97 | 21 |
| 18-49 | 118,100 | 1.04 | 20 |
| 12-24 | 49,700 | .99 | 21 |
| 12-34 | 93,300 | 1.02 | 20 |
| 18-34 | 73,600 | 1.07 | 19 |
| WOMEN TOTAL | 80,200 | .94 | 21 |
| 18-49 | 60,600 | 1.00 | 21 |
| 12-24 | 25,100 | .99 | 21 |
| 18-34 | 37,200 | 1.04 | 20 |
| 25-49 | 45,300 | .97 | 21 |
| 25-54 | 49,600 | .96 | 21 |
| MEN TOTAL | 71,800 | 1.01 | 21 |
| 18-49 | 57,500 | 1.08 | 19 |
| 18-34 | 36,400 | 1.12 | 19 |
| 21-49 | 51,500 | 1.09 | 19 |
| 25-49 | 42,800 | 1.08 | 19 |
| 25-54 | 46,600 | 1.06 | 19 |
| TEENS TOTAL | 19,700 | .87 | 28 |
| CHILD TOTAL | 37,800 | .93 | 24 |
| 6-11 | 20,800 | .87 | 27 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 56,900 | 1.14 | 18 |
| PERSONS 2+ | 191,600 | 1.08 | 18 |
| 18+ | 131,300 | 1.08 | 18 |
| 18-49 | 109,900 | 1.15 | 18 |
| 12-24 | 50,300 | 1.16 | 18 |
| 12-34 | 93,900 | 1.17 | 18 |
| 18-34 | 73,800 | 1.20 | 17 |
| WOMEN TOTAL | 66,400 | 1.10 | 18 |
| 18-49 | 54,200 | 1.18 | 18 |
| 12-24 | 24,800 | 1.20 | 18 |
| 18-34 | 36,000 | 1.25 | 16 |
| 25-49 | 39,200 | 1.14 | 18 |
| 25-54 | 42,400 | 1.12 | 18 |
| MEN TOTAL | 64,900 | 1.06 | 18 |
| 18-49 | 55,700 | 1.12 | 18 |
| 18-34 | 37,800 | 1.16 | 17 |
| 21-49 | 49,900 | 1.12 | 18 |
| 25-49 | 40,500 | 1.11 | 18 |
| 25-54 | 43,100 | 1.09 | 18 |
| TEENS TOTAL | 20,100 | 1.07 | 20 |
| CHILD TOTAL | 40,200 | 1.12 | 18 |
| 6-11 | 22,800 | 1.10 | 19 |

## BRISTOL-KINGSPORT-JOHNSON CITY: TRI-CITIES

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 191,600 | .31 | 76 |
| PERSONS 2+ | 480,500 | .29 | 81 |
| 18+ | 381,400 | .30 | 78 |
| 18-49 | 231,700 | .28 | 82 |
| 12-24 | 89,200 | .29 | 86 |
| 12-34 | 161,800 | .27 | 87 |
| 18-34 | 121,800 | .26 | 88 |
| WOMEN TOTAL | 201,100 | .31 | 77 |
| 18-49 | 116,900 | .28 | 83 |
| 12-24 | 44,000 | .29 | 86 |
| 18-34 | 61,000 | .26 | 88 |
| 25-49 | 92,500 | .28 | 82 |
| 25-54 | 107,200 | .28 | 80 |
| MEN TOTAL | 180,300 | .30 | 79 |
| 18-49 | 114,800 | .27 | 84 |
| 18-34 | 60,800 | .26 | 87 |
| 21-49 | 104,000 | .27 | 84 |
| 25-49 | 90,000 | .27 | 82 |
| 25-54 | 104,400 | .28 | 80 |
| TEENS TOTAL | 40,000 | .30 | 84 |
| CHILD TOTAL | 69,100 | .24 | 98 |
| 6-11 | 36,000 | .25 | 96 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,700 | .05 | 117 |
| PERSONS 2+ | 9,900 | .04 | 119 |
| 18+ | 7,300 | .05 | 116 |
| 18-49 | 4,600 | .04 | 121 |
| 12-24 | 2,100 | .04 | 122 |
| 12-34 | 3,900 | .04 | 121 |
| 18-34 | 2,900 | .04 | 122 |
| WOMEN TOTAL | 3,800 | .04 | 117 |
| 18-49 | 2,300 | .04 | 120 |
| 12-24 | 800 | .03 | 122 |
| 18-34 | 1,300 | .04 | 121 |
| 25-49 | 1,900 | .04 | 117 |
| 25-54 | 2,300 | .04 | 116 |
| MEN TOTAL | 3,500 | .05 | 120 |
| 18-49 | 2,300 | .04 | 123 |
| 18-34 | 1,600 | .05 | 120 |
| 21-49 | 2,000 | .04 | 123 |
| 25-49 | 1,600 | .04 | 123 |
| 25-54 | 2,000 | .05 | 121 |
| TEENS TOTAL | 1,000 | .04 | 120 |
| CHILD TOTAL | 1,600 | .04 | 122 |
| 6-11 | 800 | .03 | 122 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 300 | .01 | 147 |
| PERSONS 2+ | 1,700 | .01 | 140 |
| 18+ | 1,100 | .01 | 142 |
| 18-49 | 800 | .01 | 142 |
| 12-24 | 400 | .01 | 129 |
| 12-34 | 600 | .01 | 144 |
| 18-34 | 600 | .01 | 138 |
| WOMEN TOTAL | 500 | .01 | 139 |
| 18-49 | 400 | .01 | 141 |
| 12-24 | 300 | .01 | 125 |
| 18-34 | 300 | .01 | 136 |
| 25-49 | 100 | - | 149 |
| 25-54 | 200 | .01 | 146 |
| MEN TOTAL | 600 | .01 | 140 |
| 18-49 | 400 | .01 | 142 |
| 18-34 | 300 | .01 | 139 |
| 21-49 | 400 | .01 | 140 |
| 25-49 | 300 | .01 | 141 |
| 25-54 | 300 | .01 | 144 |
| TEENS TOTAL | | | 154 |
| CHILD TOTAL | 600 | .02- | 122 |
| 6-11 | 300 | .01 | 123 |

## BUFFALO (JAMESTOWN)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 456,900 | .73 | 38 |
| PERSONS 2+ | 1,137,900 | .70 | 41 |
| 18+ | 893,400 | .71 | 39 |
| 18-49 | 545,100 | .65 | 40 |
| 12-24 | 206,200 | .66 | 40 |
| 12-34 | 392,200 | .65 | 40 |
| 18-34 | 305,000 | .64 | 40 |
| WOMEN TOTAL | 477,600 | .73 | 38 |
| 18-49 | 278,200 | .66 | 40 |
| 12-24 | 102,200 | .67 | 40 |
| 18-34 | 154,300 | .66 | 40 |
| 25-49 | 218,800 | .65 | 40 |
| 25-54 | 248,800 | .66 | 40 |
| MEN TOTAL | 415,800 | .69 | 40 |
| 18-49 | 266,900 | .64 | 40 |
| 18-34 | 150,700 | .63 | 40 |
| 21-49 | 242,800 | .63 | 40 |
| 25-49 | 207,300 | .63 | 40 |
| 25-54 | 234,100 | .64 | 40 |
| TEENS TOTAL | 87,200 | .65 | 41 |
| CHILD TOTAL | 157,300 | .65 | 41 |
| 6-11 | 92,100 | .64 | 41 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 47,100 | .60 | 42 |
| PERSONS 2+ | 116,400 | .53 | 52 |
| 18+ | 83,200 | .53 | 49 |
| 18-49 | 57,400 | .50 | 51 |
| 12-24 | 26,300 | .52 | 52 |
| 12-34 | 46,800 | .51 | 52 |
| 18-34 | 35,000 | .51 | 50 |
| WOMEN TOTAL | 46,000 | .54 | 48 |
| 18-49 | 31,300 | .52 | 51 |
| 12-24 | 13,500 | .53 | 51 |
| 18-34 | 18,700 | .52 | 49 |
| 25-49 | 23,800 | .51 | 51 |
| 25-54 | 26,800 | .52 | 51 |
| MEN TOTAL | 37,200 | .52 | 50 |
| 18-49 | 26,100 | .49 | 50 |
| 18-34 | 16,300 | .50 | 50 |
| 21-49 | 23,000 | .48 | 50 |
| 25-49 | 19,100 | .48 | 52 |
| 25-54 | 21,400 | .49 | 52 |
| TEENS TOTAL | 11,800 | .52 | 51 |
| CHILD TOTAL | 21,400 | .52 | 53 |
| 6-11 | 12,000 | .50 | 53 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 8,000 | .16 | 56 |
| PERSONS 2+ | 24,500 | .14 | 57 |
| 18+ | 16,200 | .13 | 58 |
| 18-49 | 12,500 | .13 | 59 |
| 12-24 | 6,300 | .15 | 56 |
| 12-34 | 11,000 | .14 | 56 |
| 18-34 | 8,300 | .14 | 57 |
| WOMEN TOTAL | 8,300 | .14 | 57 |
| 18-49 | 6,400 | .14 | 55 |
| 12-24 | 3,100 | .15 | 56 |
| 18-34 | 4,300 | .15 | 53 |
| 25-49 | 4,600 | .13 | 57 |
| 25-54 | 5,000 | .13 | 57 |
| MEN TOTAL | 7,900 | .13 | 59 |
| 18-49 | 6,100 | .12 | 60 |
| 18-34 | 4,000 | .12 | 58 |
| 21-49 | 5,400 | .12 | 60 |
| 25-49 | 4,300 | .12 | 61 |
| 25-54 | 4,700 | .12 | 60 |
| TEENS TOTAL | 2,700 | .14 | 57 |
| CHILD TOTAL | 5,600 | .16 | 57 |
| 6-11 | 3,100 | .15 | 59 |

# METRO MARKETS POPULATION SUMMARY

## BURLINGTON-PLATTSBURGH

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 108,700 | .17 | 115 |
| PERSONS 2+ | 293,100 | .18 | 113 |
| 18+ | 226,700 | .18 | 113 |
| 18-49 | 161,200 | .19 | 107 |
| 12-24 | 64,100 | .21 | 107 |
| 12-34 | 119,200 | .20 | 107 |
| 18-34 | 95,700 | .20 | 104 |
| WOMEN TOTAL | 115,100 | .18 | 114 |
| 18-49 | 78,600 | .19 | 110 |
| 12-24 | 31,800 | .21 | 107 |
| 18-34 | 46,700 | .20 | 105 |
| 25-49 | 58,200 | .17 | 112 |
| 25-54 | 65,100 | .17 | 114 |
| MEN TOTAL | 111,600 | .19 | 110 |
| 18-49 | 82,600 | .20 | 104 |
| 18-34 | 49,000 | .21 | 102 |
| 21-49 | 74,500 | .19 | 104 |
| 25-49 | 62,400 | .19 | 105 |
| 25-54 | 69,200 | .19 | 108 |
| TEENS TOTAL | 23,500 | .18 | 118 |
| CHILD TOTAL | 42,900 | .18 | 119 |
| 6-11 | 24,900 | .17 | 119 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 800 | .01 | 135 |
| PERSONS 2+ | 5,300 | .02 | 128 |
| 18+ | 4,700 | .03 | 125 |
| 18-49 | 4,500 | .04 | 123 |
| 12-24 | 1,400 | .03 | 128 |
| 12-34 | 3,300 | .04 | 124 |
| 18-34 | 3,200 | .05 | 120 |
| WOMEN TOTAL | 700 | .01 | 135 |
| 18-49 | 700 | .01 | 133 |
| 12-24 | 300 | .01 | 134 |
| 18-34 | 500 | .01 | 132 |
| 25-49 | 400 | .01 | 135 |
| 25-54 | 400 | .01 | 135 |
| MEN TOTAL | 4,000 | .06 | 113 |
| 18-49 | 3,800 | .07 | 109 |
| 18-34 | 2,700 | .08 | 107 |
| 21-49 | 3,500 | .07 | 108 |
| 25-49 | 2,800 | .07 | 108 |
| 25-54 | 3,000 | .07 | 108 |
| TEENS TOTAL | 100 | - | 147 |
| CHILD TOTAL | 500 | .01 | 135 |
| 6-11 | 300 | .01 | 134 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 800 | .02 | 124 |
| PERSONS 2+ | 4,300 | .02 | 112 |
| 18+ | 3,500 | .03 | 108 |
| 18-49 | 3,300 | .03 | 105 |
| 12-24 | 1,100 | .03 | 112 |
| 12-34 | 2,700 | .03 | 104 |
| 18-34 | 2,400 | .04 | 96 |
| WOMEN TOTAL | 900 | .01 | 122 |
| 18-49 | 800 | .02 | 118 |
| 12-24 | 500 | .02 | 110 |
| 18-34 | 600 | .02 | 114 |
| 25-49 | 400 | .01 | 132 |
| 25-54 | 500 | .01 | 125 |
| MEN TOTAL | 2,600 | .04 | 95 |
| 18-49 | 2,500 | .05 | 86 |
| 18-34 | 1,800 | .06 | 84 |
| 21-49 | 2,300 | .05 | 81 |
| 25-49 | 2,100 | .06 | 78 |
| 25-54 | 2,100 | .05 | 80 |
| TEENS TOTAL | 300 | .02 | 120 |
| CHILD TOTAL | 500 | .01 | 127 |
| 6-11 | 200 | .01 | 138 |

## CEDAR RAPIDS-WATERLOO-DUBUQUE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 157,600 | .25 | 93 |
| PERSONS 2+ | 407,200 | .25 | 94 |
| 18+ | 309,700 | .25 | 95 |
| 18-49 | 197,700 | .23 | 98 |
| 12-24 | 81,400 | .26 | 92 |
| 12-34 | 145,200 | .24 | 97 |
| 18-34 | 109,700 | .23 | 97 |
| WOMEN TOTAL | 163,600 | .25 | 92 |
| 18-49 | 100,400 | .24 | 99 |
| 12-24 | 40,800 | .27 | 91 |
| 18-34 | 55,900 | .24 | 95 |
| 25-49 | 76,900 | .23 | 99 |
| 25-54 | 87,600 | .23 | 98 |
| MEN TOTAL | 146,100 | .24 | 95 |
| 18-49 | 97,300 | .23 | 98 |
| 18-34 | 53,800 | .23 | 94 |
| 21-49 | 87,500 | .23 | 98 |
| 25-49 | 74,900 | .23 | 98 |
| 25-54 | 85,100 | .23 | 97 |
| TEENS TOTAL | 35,500 | .27 | 93 |
| CHILD TOTAL | 62,000 | .25 | 93 |
| 6-11 | 38,000 | .27 | 93 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,100 | .05 | 116 |
| PERSONS 2+ | 11,500 | .05 | 116 |
| 18+ | 7,200 | .05 | 117 |
| 18-49 | 5,200 | .05 | 118 |
| 12-24 | 3,000 | .06 | 113 |
| 12-34 | 4,800 | .05 | 118 |
| 18-34 | 3,200 | .05 | 120 |
| WOMEN TOTAL | 3,900 | .05 | 116 |
| 18-49 | 2,800 | .05 | 116 |
| 12-24 | 1,400 | .06 | 113 |
| 18-34 | 1,700 | .05 | 116 |
| 25-49 | 2,100 | .05 | 115 |
| 25-54 | 2,300 | .04 | 116 |
| MEN TOTAL | 3,300 | .05 | 121 |
| 18-49 | 2,400 | .05 | 121 |
| 18-34 | 1,500 | .05 | 122 |
| 21-49 | 2,100 | .04 | 122 |
| 25-49 | 1,700 | .04 | 122 |
| 25-54 | 1,900 | .04 | 123 |
| TEENS TOTAL | 1,600 | .07 | 109 |
| CHILD TOTAL | 2,700 | .07 | 112 |
| 6-11 | 1,700 | .07 | 108 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 800 | .02 | 124 |
| PERSONS 2+ | 3,100 | .02 | 122 |
| 18+ | 1,800 | .01 | 128 |
| 18-49 | 1,500 | .02 | 125 |
| 12-24 | 1,000 | .02 | 114 |
| 12-34 | 1,500 | .02 | 121 |
| 18-34 | 900 | .01 | 126 |
| WOMEN TOTAL | 1,000 | .02 | 117 |
| 18-49 | 800 | .02 | 118 |
| 12-24 | 500 | .02 | 110 |
| 18-34 | 500 | .02 | 120 |
| 25-49 | 500 | .01 | 121 |
| 25-54 | 500 | .01 | 125 |
| MEN TOTAL | 800 | .01 | 130 |
| 18-49 | 700 | .01 | 129 |
| 18-34 | 400 | .01 | 133 |
| 21-49 | 700 | .02 | 123 |
| 25-49 | 600 | .02 | 123 |
| 25-54 | 600 | .02 | 126 |
| TEENS TOTAL | 600 | .03 | 101 |
| CHILD TOTAL | 700 | .02 | 116 |
| 6-11 | 300 | .01 | 123 |

## CHARLESTON, SC

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 182,800 | .29 | 81 |
| PERSONS 2+ | 501,200 | .31 | 79 |
| 18+ | 375,200 | .30 | 79 |
| 18-49 | 273,500 | .33 | 75 |
| 12-24 | 107,700 | .35 | 76 |
| 12-34 | 206,800 | .34 | 73 |
| 18-34 | 164,900 | .35 | 71 |
| WOMEN TOTAL | 189,500 | .29 | 82 |
| 18-49 | 132,500 | .31 | 76 |
| 12-24 | 50,400 | .33 | 76 |
| 18-34 | 77,700 | .33 | 75 |
| 25-49 | 102,700 | .31 | 79 |
| 25-54 | 114,100 | .30 | 79 |
| MEN TOTAL | 185,700 | .31 | 78 |
| 18-49 | 141,000 | .34 | 72 |
| 18-34 | 87,200 | .37 | 67 |
| 21-49 | 127,200 | .33 | 71 |
| 25-49 | 105,000 | .32 | 74 |
| 25-54 | 115,600 | .31 | 75 |
| TEENS TOTAL | 41,900 | .31 | 81 |
| CHILD TOTAL | 84,100 | .35 | 74 |
| 6-11 | 48,400 | .34 | 76 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 48,500 | .62 | 41 |
| PERSONS 2+ | 150,500 | .65 | 38 |
| 18+ | 103,900 | .66 | 39 |
| 18-49 | 75,500 | .66 | 39 |
| 12-24 | 34,700 | .69 | 39 |
| 12-34 | 61,400 | .67 | 38 |
| 18-34 | 45,900 | .67 | 39 |
| WOMEN TOTAL | 55,900 | .65 | 40 |
| 18-49 | 39,000 | .64 | 40 |
| 12-24 | 17,000 | .67 | 42 |
| 18-34 | 23,100 | .64 | 40 |
| 25-49 | 29,700 | .64 | 39 |
| 25-54 | 32,900 | .64 | 39 |
| MEN TOTAL | 48,000 | .68 | 37 |
| 18-49 | 36,500 | .68 | 35 |
| 18-34 | 22,800 | .70 | 35 |
| 21-49 | 32,200 | .68 | 35 |
| 25-49 | 26,600 | .67 | 37 |
| 25-54 | 29,200 | .66 | 38 |
| TEENS TOTAL | 15,500 | .68 | 41 |
| CHILD TOTAL | 31,100 | .76 | 33 |
| 6-11 | 18,100 | .76 | 33 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,100 | .04 | 97 |
| PERSONS 2+ | 7,400 | .04 | 92 |
| 18+ | 5,200 | .04 | 91 |
| 18-49 | 4,400 | .05 | 86 |
| 12-24 | 2,100 | .05 | 84 |
| 12-34 | 3,800 | .05 | 85 |
| 18-34 | 3,100 | .05 | 84 |
| WOMEN TOTAL | 2,300 | .04 | 94 |
| 18-49 | 1,900 | .04 | 88 |
| 12-24 | 800 | .04 | 93 |
| 18-34 | 1,200 | .04 | 91 |
| 25-49 | 1,400 | .04 | 89 |
| 25-54 | 1,500 | .04 | 91 |
| MEN TOTAL | 2,900 | .05 | 87 |
| 18-49 | 2,500 | .05 | 86 |
| 18-34 | 1,900 | .06 | 78 |
| 21-49 | 2,200 | .05 | 85 |
| 25-49 | 1,600 | .04 | 90 |
| 25-54 | 1,700 | .04 | 91 |
| TEENS TOTAL | 700 | .04 | 94 |
| CHILD TOTAL | 1,500 | .04 | 92 |
| 6-11 | 800 | .04 | 94 |

## METRO MARKETS POPULATION SUMMARY

### CHARLESTON-HUNTINGTON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 215,400 | .34 | 71 |
| PERSONS 2+ | 538,800 | .33 | 75 |
| 18+ | 417,800 | .33 | 74 |
| 18-49 | 252,200 | .30 | 79 |
| 12-24 | 98,800 | .32 | 79 |
| 12-34 | 179,100 | .30 | 81 |
| 18-34 | 130,800 | .28 | 83 |
| WOMEN TOTAL | 223,700 | .34 | 71 |
| 18-49 | 129,500 | .31 | 78 |
| 12-24 | 49,200 | .32 | 77 |
| 18-34 | 67,200 | .29 | 81 |
| 25-49 | 103,800 | .31 | 78 |
| 25-54 | 119,400 | .32 | 74 |
| MEN TOTAL | 194,100 | .32 | 75 |
| 18-49 | 122,700 | .29 | 79 |
| 18-34 | 63,600 | .27 | 84 |
| 21-49 | 111,400 | .29 | 79 |
| 25-49 | 97,900 | .30 | 78 |
| 25-54 | 112,400 | .31 | 77 |
| TEENS TOTAL | 48,300 | .36 | 69 |
| CHILD TOTAL | 72,700 | .30 | 82 |
| 6-11 | 45,900 | .32 | 81 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 7,900 | .10 | 101 |
| PERSONS 2+ | 19,800 | .09 | 103 |
| 18+ | 14,500 | .09 | 102 |
| 18-49 | 9,500 | .08 | 104 |
| 12-24 | 4,500 | .09 | 105 |
| 12-34 | 7,500 | .08 | 105 |
| 18-34 | 5,500 | .08 | 105 |
| WOMEN TOTAL | 7,700 | .09 | 101 |
| 18-49 | 4,800 | .08 | 102 |
| 12-24 | 2,200 | .09 | 103 |
| 18-34 | 2,700 | .08 | 104 |
| 25-49 | 3,600 | .08 | 102 |
| 25-54 | 4,000 | .08 | 101 |
| MEN TOTAL | 6,800 | .10 | 104 |
| 18-49 | 4,700 | .09 | 104 |
| 18-34 | 2,800 | .09 | 106 |
| 21-49 | 4,200 | .09 | 104 |
| 25-49 | 3,400 | .09 | 104 |
| 25-54 | 3,700 | .08 | 104 |
| TEENS TOTAL | 2,000 | .09 | 102 |
| CHILD TOTAL | 3,300 | .08 | 105 |
| 6-11 | 2,000 | .08 | 105 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 400 | .01 | 142 |
| PERSONS 2+ | 2,100 | .01 | 134 |
| 18+ | 1,300 | .01 | 137 |
| 18-49 | 1,000 | .01 | 137 |
| 12-24 | 500 | .01 | 134 |
| 12-34 | 800 | .01 | 138 |
| 18-34 | 500 | .01 | 143 |
| WOMEN TOTAL | 400 | .01 | 145 |
| 18-49 | 300 | .01 | 145 |
| 12-24 | 300 | .01 | 125 |
| 18-34 | 100 | - | 150 |
| 25-49 | 200 | .01 | 145 |
| 25-54 | 200 | .01 | 146 |
| MEN TOTAL | 900 | .01 | 128 |
| 18-49 | 700 | .01 | 129 |
| 18-34 | 400 | .01 | 133 |
| 21-49 | 600 | .01 | 129 |
| 25-49 | 600 | .02 | 123 |
| 25-54 | 600 | .02 | 126 |
| TEENS TOTAL | 300 | .02 | 120 |
| CHILD TOTAL | 500 | .01 | 127 |
| 6-11 | 300 | .01 | 123 |

### CHARLOTTE (HICKORY)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 454,500 | .73 | 39 |
| PERSONS 2+ | 1,160,300 | .71 | 39 |
| 18+ | 898,800 | .71 | 38 |
| 18-49 | 610,600 | .73 | 38 |
| 12-24 | 222,600 | .72 | 39 |
| 12-34 | 434,500 | .72 | 39 |
| 18-34 | 339,700 | .72 | 38 |
| WOMEN TOTAL | 473,400 | .72 | 39 |
| 18-49 | 309,500 | .73 | 38 |
| 12-24 | 111,400 | .73 | 39 |
| 18-34 | 171,700 | .73 | 38 |
| 25-49 | 244,600 | .73 | 36 |
| 25-54 | 275,500 | .73 | 36 |
| MEN TOTAL | 425,400 | .71 | 39 |
| 18-49 | 301,100 | .72 | 38 |
| 18-34 | 168,000 | .71 | 38 |
| 21-49 | 275,400 | .72 | 38 |
| 25-49 | 238,200 | .73 | 36 |
| 25-54 | 267,000 | .73 | 36 |
| TEENS TOTAL | 94,800 | .71 | 39 |
| CHILD TOTAL | 166,700 | .68 | 39 |
| 6-11 | 97,000 | .68 | 39 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 80,000 | 1.03 | 20 |
| PERSONS 2+ | 229,100 | 1.04 | 20 |
| 18+ | 162,900 | 1.04 | 20 |
| 18-49 | 121,400 | 1.07 | 19 |
| 12-24 | 54,500 | 1.08 | 18 |
| 12-34 | 97,200 | 1.07 | 19 |
| 18-34 | 73,100 | 1.07 | 20 |
| WOMEN TOTAL | 90,600 | 1.06 | 20 |
| 18-49 | 65,500 | 1.08 | 19 |
| 12-24 | 28,100 | 1.11 | 18 |
| 18-34 | 39,100 | 1.09 | 19 |
| 25-49 | 49,400 | 1.06 | 19 |
| 25-54 | 54,300 | 1.05 | 19 |
| MEN TOTAL | 72,300 | 1.02 | 20 |
| 18-49 | 55,900 | 1.05 | 20 |
| 18-34 | 34,000 | 1.04 | 21 |
| 21-49 | 49,400 | 1.04 | 20 |
| 25-49 | 41,600 | 1.05 | 20 |
| 25-54 | 45,600 | 1.03 | 20 |
| TEENS TOTAL | 24,100 | 1.06 | 19 |
| CHILD TOTAL | 42,100 | 1.03 | 21 |
| 6-11 | 24,500 | 1.03 | 21 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,500 | .07 | 75 |
| PERSONS 2+ | 11,100 | .06 | 75 |
| 18+ | 8,200 | .07 | 73 |
| 18-49 | 7,000 | .07 | 72 |
| 12-24 | 2,500 | .06 | 79 |
| 12-34 | 5,100 | .06 | 75 |
| 18-34 | 4,400 | .07 | 73 |
| WOMEN TOTAL | 3,800 | .06 | 74 |
| 18-49 | 3,100 | .07 | 74 |
| 12-24 | 1,100 | .05 | 79 |
| 18-34 | 1,800 | .06 | 75 |
| 25-49 | 2,400 | .07 | 72 |
| 25-54 | 2,600 | .07 | 73 |
| MEN TOTAL | 4,400 | .07 | 72 |
| 18-49 | 3,900 | .08 | 70 |
| 18-34 | 2,600 | .08 | 70 |
| 21-49 | 3,500 | .08 | 70 |
| 25-49 | 2,800 | .08 | 71 |
| 25-54 | 3,100 | .08 | 71 |
| TEENS TOTAL | 700 | .04 | 94 |
| CHILD TOTAL | 2,200 | .06 | 75 |
| 6-11 | 1,400 | .07 | 74 |

### CHATTANOOGA (CLEVELAND, TN)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 167,800 | .27 | 87 |
| PERSONS 2+ | 424,800 | .26 | 90 |
| 18+ | 328,000 | .26 | 87 |
| 18-49 | 207,300 | .25 | 93 |
| 12-24 | 80,100 | .26 | 94 |
| 12-34 | 147,200 | .24 | 96 |
| 18-34 | 109,500 | .23 | 98 |
| WOMEN TOTAL | 175,600 | .27 | 87 |
| 18-49 | 106,100 | .25 | 91 |
| 12-24 | 39,600 | .26 | 96 |
| 18-34 | 55,900 | .24 | 95 |
| 25-49 | 84,700 | .25 | 87 |
| 25-54 | 97,100 | .26 | 86 |
| MEN TOTAL | 152,400 | .26 | 92 |
| 18-49 | 101,200 | .24 | 93 |
| 18-34 | 53,600 | .23 | 96 |
| 21-49 | 92,300 | .24 | 94 |
| 25-49 | 80,200 | .24 | 92 |
| 25-54 | 91,400 | .25 | 89 |
| TEENS TOTAL | 37,700 | .28 | 88 |
| CHILD TOTAL | 59,100 | .24 | 96 |
| 6-11 | 36,000 | .25 | 96 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 21,100 | .27 | 72 |
| PERSONS 2+ | 55,700 | .25 | 76 |
| 18+ | 39,700 | .25 | 73 |
| 18-49 | 26,700 | .23 | 75 |
| 12-24 | 12,300 | .24 | 79 |
| 12-34 | 21,300 | .23 | 79 |
| 18-34 | 15,300 | .22 | 79 |
| WOMEN TOTAL | 22,800 | .27 | 72 |
| 18-49 | 14,800 | .24 | 74 |
| 12-24 | 6,300 | .25 | 79 |
| 18-34 | 8,400 | .23 | 76 |
| 25-49 | 11,500 | .25 | 72 |
| 25-54 | 12,800 | .25 | 72 |
| MEN TOTAL | 16,900 | .24 | 75 |
| 18-49 | 11,900 | .22 | 79 |
| 18-34 | 6,900 | .21 | 82 |
| 21-49 | 10,500 | .22 | 77 |
| 25-49 | 8,900 | .22 | 77 |
| 25-54 | 9,900 | .22 | 77 |
| TEENS TOTAL | 6,000 | .26 | 78 |
| CHILD TOTAL | 10,000 | .25 | 81 |
| 6-11 | 6,000 | .25 | 81 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 800 | .02 | 124 |
| PERSONS 2+ | 2,300 | .01 | 131 |
| 18+ | 1,800 | .01 | 128 |
| 18-49 | 1,500 | .02 | 125 |
| 12-24 | 600 | .01 | 129 |
| 12-34 | 1,200 | .01 | 129 |
| 18-34 | 1,100 | .02 | 120 |
| WOMEN TOTAL | 900 | .01 | 122 |
| 18-49 | 700 | .02 | 124 |
| 12-24 | 300 | .01 | 125 |
| 18-34 | 500 | .02 | 120 |
| 25-49 | 500 | .01 | 121 |
| 25-54 | 600 | .02 | 118 |
| MEN TOTAL | 900 | .01 | 128 |
| 18-49 | 800 | .02 | 124 |
| 18-34 | 600 | .02 | 120 |
| 21-49 | 700 | .02 | 123 |
| 25-49 | 500 | .01 | 129 |
| 25-54 | 500 | .01 | 132 |
| TEENS TOTAL | 100 | .01 | 140 |
| CHILD TOTAL | 400 | .01 | 136 |
| 6-11 | 300 | .01 | 123 |

# METRO MARKETS POPULATION SUMMARY

## CHICAGO (LA SALLE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,822,200 | 4.61 | 3 |
| PERSONS 2+ | 7,576,100 | 4.63 | 3 |
| 18+ | 5,773,400 | 4.59 | 3 |
| 18-49 | 3,869,600 | 4.60 | 3 |
| 12-24 | 1,427,000 | 4.59 | 3 |
| 12-34 | 2,812,700 | 4.64 | 3 |
| 18-34 | 2,171,900 | 4.59 | 3 |
| WOMEN TOTAL | 3,023,200 | 4.60 | 3 |
| 18-49 | 1,948,800 | 4.61 | 3 |
| 12-24 | 695,400 | 4.55 | 3 |
| 18-34 | 1,080,000 | 4.59 | 3 |
| 25-49 | 1,566,000 | 4.67 | 3 |
| 25-54 | 1,763,100 | 4.68 | 3 |
| MEN TOTAL | 2,750,200 | 4.56 | 3 |
| 18-49 | 1,920,800 | 4.59 | 3 |
| 18-34 | 1,091,900 | 4.59 | 3 |
| 21-49 | 1,758,300 | 4.60 | 3 |
| 25-49 | 1,517,400 | 4.62 | 3 |
| 25-54 | 1,701,800 | 4.63 | 3 |
| TEENS TOTAL | 640,800 | 4.79 | 3 |
| CHILD TOTAL | 1,161,900 | 4.77 | 3 |
| 6-11 | 684,100 | 4.78 | 3 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 497,400 | 6.37 | 2 |
| PERSONS 2+ | 1,450,300 | 6.59 | 2 |
| 18+ | 1,020,400 | 6.52 | 2 |
| 18-49 | 720,400 | 6.32 | 2 |
| 12-24 | 329,200 | 6.55 | 2 |
| 12-34 | 583,200 | 6.39 | 2 |
| 18-34 | 424,400 | 6.19 | 2 |
| WOMEN TOTAL | 567,300 | 6.63 | 2 |
| 18-49 | 392,800 | 6.48 | 2 |
| 12-24 | 165,700 | 6.54 | 2 |
| 18-34 | 226,500 | 6.31 | 2 |
| 25-49 | 305,600 | 6.57 | 2 |
| 25-54 | 343,900 | 6.65 | 2 |
| MEN TOTAL | 453,100 | 6.38 | 2 |
| 18-49 | 327,600 | 6.14 | 2 |
| 18-34 | 197,900 | 6.06 | 2 |
| 21-49 | 289,100 | 6.09 | 2 |
| 25-49 | 244,400 | 6.14 | 2 |
| 25-54 | 274,700 | 6.23 | 2 |
| TEENS TOTAL | 168,800 | 7.00 | 2 |
| CHILD TOTAL | 271,100 | 6.84 | 2 |
| 6-11 | 161,900 | 6.81 | 2 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 235,800 | 4.71 | 4 |
| PERSONS 2+ | 880,500 | 4.98 | 4 |
| 18+ | 585,400 | 4.80 | 4 |
| 18-49 | 479,900 | 5.02 | 4 |
| 12-24 | 229,100 | 5.28 | 3 |
| 12-34 | 414,900 | 5.19 | 3 |
| 18-34 | 314,500 | 5.13 | 3 |
| WOMEN TOTAL | 272,200 | 4.50 | 4 |
| 18-49 | 217,800 | 4.74 | 4 |
| 12-24 | 104,600 | 5.08 | 3 |
| 18-34 | 139,700 | 4.87 | 3 |
| 25-49 | 161,700 | 4.69 | 4 |
| 25-54 | 176,100 | 4.64 | 4 |
| MEN TOTAL | 313,200 | 5.10 | 4 |
| 18-49 | 262,100 | 5.27 | 3 |
| 18-34 | 174,800 | 5.37 | 3 |
| 21-49 | 232,700 | 5.23 | 3 |
| 25-49 | 189,500 | 5.19 | 3 |
| 25-54 | 204,700 | 5.16 | 4 |
| TEENS TOTAL | 100,400 | 5.36 | 3 |
| CHILD TOTAL | 194,700 | 5.41 | 3 |
| 6-11 | 112,400 | 5.44 | 3 |

## CHICO-REDDING

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 156,700 | .25 | 94 |
| PERSONS 2+ | 395,500 | .24 | 96 |
| 18+ | 301,100 | .24 | 96 |
| 18-49 | 182,800 | .22 | 100 |
| 12-24 | 74,200 | .24 | 101 |
| 12-34 | 131,400 | .22 | 100 |
| 18-34 | 98,700 | .21 | 102 |
| WOMEN TOTAL | 156,100 | .24 | 96 |
| 18-49 | 91,400 | .22 | 100 |
| 12-24 | 36,000 | .24 | 101 |
| 18-34 | 48,900 | .21 | 103 |
| 25-49 | 71,200 | .21 | 100 |
| 25-54 | 80,800 | .21 | 100 |
| MEN TOTAL | 145,000 | .24 | 97 |
| 18-49 | 91,400 | .22 | 100 |
| 18-34 | 49,800 | .21 | 101 |
| 21-49 | 83,000 | .22 | 100 |
| 25-49 | 70,100 | .21 | 100 |
| 25-54 | 79,200 | .22 | 100 |
| TEENS TOTAL | 32,700 | .24 | 99 |
| CHILD TOTAL | 61,700 | .25 | 94 |
| 6-11 | 36,900 | .26 | 95 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,200 | .02 | 131 |
| PERSONS 2+ | 3,900 | .02 | 133 |
| 18+ | 2,500 | .02 | 134 |
| 18-49 | 1,900 | .02 | 134 |
| 12-24 | 1,000 | .02 | 133 |
| 12-34 | 1,500 | .02 | 134 |
| 18-34 | 1,100 | .02 | 134 |
| WOMEN TOTAL | 1,000 | .01 | 134 |
| 18-49 | 700 | .01 | 133 |
| 12-24 | 400 | .02 | 132 |
| 18-34 | 400 | .01 | 135 |
| 25-49 | 500 | .01 | 132 |
| 25-54 | 500 | .01 | 133 |
| MEN TOTAL | 1,500 | .02 | 132 |
| 18-49 | 1,200 | .02 | 132 |
| 18-34 | 700 | .02 | 134 |
| 21-49 | 1,000 | .02 | 132 |
| 25-49 | 800 | .02 | 132 |
| 25-54 | 800 | .02 | 134 |
| TEENS TOTAL | 400 | .02 | 131 |
| CHILD TOTAL | 1,000 | .02 | 126 |
| 6-11 | 400 | .02 | 129 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 8,200 | .16 | 54 |
| PERSONS 2+ | 30,100 | .17 | 53 |
| 18+ | 19,100 | .16 | 53 |
| 18-49 | 15,300 | .16 | 53 |
| 12-24 | 8,000 | .18 | 51 |
| 12-34 | 13,700 | .17 | 51 |
| 18-34 | 10,000 | .16 | 53 |
| WOMEN TOTAL | 8,700 | .14 | 54 |
| 18-49 | 6,700 | .15 | 53 |
| 12-24 | 3,600 | .17 | 52 |
| 18-34 | 4,300 | .15 | 53 |
| 25-49 | 4,900 | .14 | 54 |
| 25-54 | 5,400 | .14 | 54 |
| MEN TOTAL | 10,400 | .17 | 51 |
| 18-49 | 8,600 | .17 | 51 |
| 18-34 | 5,700 | .18 | 51 |
| 21-49 | 7,500 | .17 | 51 |
| 25-49 | 6,100 | .17 | 52 |
| 25-54 | 6,400 | .16 | 52 |
| TEENS TOTAL | 3,700 | .20 | 50 |
| CHILD TOTAL | 7,300 | .20 | 50 |
| 6-11 | 4,200 | .20 | 50 |

## CINCINNATI

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 548,600 | .88 | 28 |
| PERSONS 2+ | 1,403,200 | .86 | 28 |
| 18+ | 1,059,500 | .84 | 31 |
| 18-49 | 694,000 | .82 | 30 |
| 12-24 | 262,300 | .84 | 33 |
| 12-34 | 509,900 | .84 | 31 |
| 18-34 | 390,600 | .83 | 32 |
| WOMEN TOTAL | 564,300 | .86 | 29 |
| 18-49 | 353,700 | .84 | 30 |
| 12-24 | 130,600 | .85 | 34 |
| 18-34 | 198,700 | .84 | 31 |
| 25-49 | 281,400 | .84 | 30 |
| 25-54 | 317,800 | .84 | 29 |
| MEN TOTAL | 495,200 | .83 | 32 |
| 18-49 | 340,300 | .81 | 31 |
| 18-34 | 191,900 | .81 | 32 |
| 21-49 | 311,800 | .82 | 30 |
| 25-49 | 269,600 | .82 | 31 |
| 25-54 | 302,500 | .82 | 31 |
| TEENS TOTAL | 119,300 | .89 | 29 |
| CHILD TOTAL | 224,400 | .92 | 28 |
| 6-11 | 133,200 | .93 | 28 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 71,200 | .91 | 23 |
| PERSONS 2+ | 181,400 | .82 | 26 |
| 18+ | 127,000 | .81 | 26 |
| 18-49 | 86,800 | .76 | 30 |
| 12-24 | 38,500 | .77 | 32 |
| 12-34 | 70,100 | .77 | 32 |
| 18-34 | 52,000 | .76 | 32 |
| WOMEN TOTAL | 71,400 | .84 | 25 |
| 18-49 | 47,600 | .79 | 27 |
| 12-24 | 19,700 | .78 | 31 |
| 18-34 | 28,600 | .80 | 28 |
| 25-49 | 36,700 | .79 | 27 |
| 25-54 | 41,000 | .79 | 27 |
| MEN TOTAL | 55,600 | .78 | 28 |
| 18-49 | 39,200 | .74 | 32 |
| 18-34 | 23,400 | .72 | 33 |
| 21-49 | 34,800 | .73 | 32 |
| 25-49 | 29,700 | .75 | 30 |
| 25-54 | 33,300 | .76 | 30 |
| TEENS TOTAL | 18,100 | .80 | 30 |
| CHILD TOTAL | 36,300 | .89 | 27 |
| 6-11 | 21,100 | .89 | 26 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,400 | .05 | 84 |
| PERSONS 2+ | 7,500 | .04 | 87 |
| 18+ | 5,300 | .04 | 86 |
| 18-49 | 4,100 | .04 | 92 |
| 12-24 | 1,700 | .04 | 97 |
| 12-34 | 3,500 | .04 | 91 |
| 18-34 | 2,800 | .05 | 89 |
| WOMEN TOTAL | 2,500 | .04 | 83 |
| 18-49 | 2,100 | .05 | 82 |
| 12-24 | 700 | .03 | 98 |
| 18-34 | 1,400 | .05 | 82 |
| 25-49 | 1,800 | .05 | 80 |
| 25-54 | 2,000 | .05 | 79 |
| MEN TOTAL | 2,700 | .04 | 90 |
| 18-49 | 2,000 | .04 | 96 |
| 18-34 | 1,400 | .04 | 95 |
| 21-49 | 1,700 | .04 | 98 |
| 25-49 | 1,300 | .04 | 102 |
| 25-54 | 1,400 | .04 | 101 |
| TEENS TOTAL | 700 | .04 | 94 |
| CHILD TOTAL | 1,500 | .04 | 92 |
| 6-11 | 700 | .03 | 100 |

## CLEVELAND (AKRON, CANTON & SANDUSKY)

| TV HOUSEHOLDS | 799,200 | 1.28 | 21 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 2,011,000 | 1.23 | 20 |
| 18+ | 1,553,100 | 1.23 | 21 |
| 18-49 | 963,300 | 1.14 | 20 |
| 12-24 | 352,600 | 1.13 | 19 |
| 12-34 | 686,800 | 1.13 | 19 |
| 18-34 | 520,900 | 1.10 | 21 |
| WOMEN TOTAL | 832,800 | 1.27 | 20 |
| 18-49 | 496,500 | 1.17 | 19 |
| 12-24 | 175,800 | 1.15 | 19 |
| 18-34 | 266,900 | 1.13 | 19 |
| 25-49 | 401,900 | 1.20 | 20 |
| 25-54 | 457,000 | 1.21 | 19 |
| MEN TOTAL | 720,300 | 1.20 | 22 |
| 18-49 | 466,800 | 1.12 | 21 |
| 18-34 | 254,000 | 1.07 | 23 |
| 21-49 | 429,100 | 1.12 | 21 |
| 25-49 | 374,700 | 1.14 | 20 |
| 25-54 | 424,000 | 1.15 | 20 |
| TEENS TOTAL | 165,900 | 1.24 | 19 |
| CHILD TOTAL | 292,000 | 1.20 | 19 |
| 6-11 | 174,100 | 1.22 | 20 |

| TV HOUSEHOLDS | 137,900 | 1.77 | 14 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 357,200 | 1.62 | 17 |
| 18+ | 257,500 | 1.64 | 16 |
| 18-49 | 169,800 | 1.49 | 17 |
| 12-24 | 72,900 | 1.45 | 17 |
| 12-34 | 132,500 | 1.45 | 17 |
| 18-34 | 96,800 | 1.41 | 17 |
| WOMEN TOTAL | 146,200 | 1.71 | 16 |
| 18-49 | 95,500 | 1.58 | 17 |
| 12-24 | 37,600 | 1.49 | 17 |
| 18-34 | 53,800 | 1.50 | 17 |
| 25-49 | 75,600 | 1.63 | 17 |
| 25-54 | 85,400 | 1.65 | 17 |
| MEN TOTAL | 111,300 | 1.57 | 17 |
| 18-49 | 74,300 | 1.39 | 17 |
| 18-34 | 43,000 | 1.32 | 17 |
| 21-49 | 66,100 | 1.39 | 17 |
| 25-49 | 57,000 | 1.43 | 17 |
| 25-54 | 64,600 | 1.47 | 17 |
| TEENS TOTAL | 35,700 | 1.57 | 16 |
| CHILD TOTAL | 64,000 | 1.57 | 17 |
| 6-11 | 37,600 | 1.58 | 17 |

| TV HOUSEHOLDS | 15,400 | .31 | 39 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 48,700 | .28 | 43 |
| 18+ | 31,600 | .26 | 41 |
| 18-49 | 24,100 | .25 | 43 |
| 12-24 | 11,500 | .26 | 43 |
| 12-34 | 20,600 | .26 | 42 |
| 18-34 | 14,900 | .24 | 43 |
| WOMEN TOTAL | 16,400 | .27 | 41 |
| 18-49 | 12,600 | .27 | 42 |
| 12-24 | 5,800 | .28 | 42 |
| 18-34 | 7,800 | .27 | 42 |
| 25-49 | 9,500 | .28 | 41 |
| 25-54 | 10,400 | .27 | 41 |
| MEN TOTAL | 15,200 | .25 | 43 |
| 18-49 | 11,500 | .23 | 44 |
| 18-34 | 7,100 | .22 | 46 |
| 21-49 | 10,300 | .23 | 44 |
| 25-49 | 8,800 | .24 | 43 |
| 25-54 | 9,800 | .25 | 43 |
| TEENS TOTAL | 5,700 | .30 | 41 |
| CHILD TOTAL | 11,400 | .32 | 42 |
| 6-11 | 6,700 | .32 | 42 |

## COLORADO SPRINGS-PUEBLO

| TV HOUSEHOLDS | 198,600 | .32 | 74 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 512,500 | .31 | 77 |
| 18+ | 384,700 | .31 | 77 |
| 18-49 | 269,900 | .32 | 76 |
| 12-24 | 103,300 | .33 | 78 |
| 12-34 | 198,200 | .33 | 76 |
| 18-34 | 153,900 | .33 | 76 |
| WOMEN TOTAL | 195,200 | .30 | 79 |
| 18-49 | 131,500 | .31 | 77 |
| 12-24 | 47,600 | .31 | 79 |
| 18-34 | 73,100 | .31 | 77 |
| 25-49 | 105,500 | .31 | 74 |
| 25-54 | 118,000 | .31 | 75 |
| MEN TOTAL | 189,500 | .32 | 77 |
| 18-49 | 138,400 | .33 | 73 |
| 18-34 | 80,800 | .34 | 74 |
| 21-49 | 124,800 | .33 | 73 |
| 25-49 | 105,400 | .32 | 73 |
| 25-54 | 116,700 | .32 | 73 |
| TEENS TOTAL | 44,300 | .33 | 78 |
| CHILD TOTAL | 83,500 | .34 | 75 |
| 6-11 | 49,100 | .34 | 75 |

| TV HOUSEHOLDS | 10,700 | .14 | 93 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 29,800 | .14 | 95 |
| 18+ | 20,700 | .13 | 93 |
| 18-49 | 17,100 | .15 | 92 |
| 12-24 | 8,100 | .16 | 94 |
| 12-34 | 14,700 | .16 | 91 |
| 18-34 | 11,900 | .17 | 87 |
| WOMEN TOTAL | 9,200 | .11 | 98 |
| 18-49 | 7,400 | .12 | 97 |
| 12-24 | 3,400 | .13 | 97 |
| 18-34 | 5,000 | .14 | 93 |
| 25-49 | 5,400 | .12 | 97 |
| 25-54 | 6,000 | .12 | 97 |
| MEN TOTAL | 11,500 | .16 | 88 |
| 18-49 | 9,700 | .18 | 85 |
| 18-34 | 6,900 | .21 | 82 |
| 21-49 | 8,500 | .18 | 85 |
| 25-49 | 6,400 | .16 | 88 |
| 25-54 | 6,900 | .16 | 89 |
| TEENS TOTAL | 2,800 | .12 | 99 |
| CHILD TOTAL | 6,300 | .15 | 95 |
| 6-11 | 3,600 | .15 | 96 |

| TV HOUSEHOLDS | 25,300 | .51 | 29 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 77,400 | .44 | 31 |
| 18+ | 52,800 | .43 | 31 |
| 18-49 | 39,000 | .41 | 32 |
| 12-24 | 17,600 | .41 | 33 |
| 12-34 | 31,900 | .40 | 33 |
| 18-34 | 23,500 | .38 | 35 |
| WOMEN TOTAL | 27,100 | .45 | 31 |
| 18-49 | 19,600 | .43 | 32 |
| 12-24 | 8,800 | .43 | 31 |
| 18-34 | 11,800 | .41 | 32 |
| 25-49 | 15,100 | .44 | 32 |
| 25-54 | 16,700 | .44 | 31 |
| MEN TOTAL | 25,700 | .42 | 32 |
| 18-49 | 19,400 | .39 | 34 |
| 18-34 | 11,700 | .36 | 35 |
| 21-49 | 17,300 | .39 | 34 |
| 25-49 | 14,700 | .40 | 34 |
| 25-54 | 16,100 | .41 | 34 |
| TEENS TOTAL | 8,400 | .45 | 30 |
| CHILD TOTAL | 16,200 | .45 | 32 |
| 6-11 | 9,700 | .47 | 30 |

## COLUMBIA, SC

| TV HOUSEHOLDS | 166,000 | .27 | 88 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 445,200 | .27 | 86 |
| 18+ | 343,100 | .27 | 84 |
| 18-49 | 246,500 | .29 | 80 |
| 12-24 | 96,400 | .31 | 81 |
| 12-34 | 181,000 | .30 | 80 |
| 18-34 | 142,500 | .30 | 81 |
| WOMEN TOTAL | 179,000 | .27 | 86 |
| 18-49 | 124,600 | .29 | 80 |
| 12-24 | 47,600 | .31 | 79 |
| 18-34 | 71,900 | .31 | 79 |
| 25-49 | 95,600 | .29 | 80 |
| 25-54 | 106,300 | .28 | 82 |
| MEN TOTAL | 164,100 | .27 | 85 |
| 18-49 | 121,900 | .29 | 81 |
| 18-34 | 70,600 | .30 | 81 |
| 21-49 | 109,400 | .29 | 80 |
| 25-49 | 93,000 | .28 | 81 |
| 25-54 | 102,800 | .28 | 82 |
| TEENS TOTAL | 38,500 | .29 | 86 |
| CHILD TOTAL | 63,600 | .26 | 91 |
| 6-11 | 37,700 | .26 | 94 |

| TV HOUSEHOLDS | 43,200 | .55 | 48 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 134,500 | .61 | 43 |
| 18+ | 96,100 | .61 | 42 |
| 18-49 | 74,700 | .66 | 41 |
| 12-24 | 34,100 | .68 | 43 |
| 12-34 | 61,200 | .67 | 40 |
| 18-34 | 46,500 | .68 | 38 |
| WOMEN TOTAL | 51,400 | .60 | 41 |
| 18-49 | 39,100 | .65 | 39 |
| 12-24 | 17,300 | .68 | 41 |
| 18-34 | 24,300 | .68 | 38 |
| 25-49 | 28,900 | .62 | 41 |
| 25-54 | 31,500 | .61 | 41 |
| MEN TOTAL | 44,700 | .63 | 42 |
| 18-49 | 35,600 | .67 | 37 |
| 18-34 | 22,200 | .68 | 38 |
| 21-49 | 31,600 | .67 | 36 |
| 25-49 | 26,400 | .66 | 39 |
| 25-54 | 28,600 | .65 | 42 |
| TEENS TOTAL | 14,700 | .65 | 44 |
| CHILD TOTAL | 23,700 | .58 | 48 |
| 6-11 | 14,000 | .59 | 48 |

| TV HOUSEHOLDS | 1,700 | .03 | 104 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 5,900 | .03 | 103 |
| 18+ | 4,200 | .03 | 103 |
| 18-49 | 3,500 | .04 | 101 |
| 12-24 | 1,500 | .03 | 102 |
| 12-34 | 2,800 | .03 | 102 |
| 18-34 | 2,300 | .04 | 102 |
| WOMEN TOTAL | 2,100 | .03 | 100 |
| 18-49 | 1,700 | .04 | 102 |
| 12-24 | 700 | .03 | 98 |
| 18-34 | 1,100 | .04 | 96 |
| 25-49 | 1,200 | .03 | 100 |
| 25-54 | 1,300 | .03 | 100 |
| MEN TOTAL | 2,100 | .03 | 104 |
| 18-49 | 1,800 | .04 | 104 |
| 18-34 | 1,200 | .04 | 103 |
| 21-49 | 1,500 | .03 | 106 |
| 25-49 | 1,300 | .04 | 102 |
| 25-54 | 1,400 | .04 | 101 |
| TEENS TOTAL | 500 | .03 | 108 |
| CHILD TOTAL | 1,200 | .03 | 100 |
| 6-11 | 700 | .03 | 100 |

# METRO MARKETS POPULATION SUMMARY

## COLUMBIA-JEFFERSON CITY

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 65,200 | .10 | 135 |
| PERSONS 2+ | 171,300 | .10 | 134 |
| 18+ | 134,400 | .11 | 133 |
| 18-49 | 96,700 | .12 | 130 |
| 12-24 | 42,600 | .14 | 131 |
| 12-34 | 74,900 | .12 | 130 |
| 18-34 | 62,500 | .13 | 127 |
| WOMEN TOTAL | 68,700 | .10 | 134 |
| 18-49 | 48,400 | .11 | 131 |
| 12-24 | 21,300 | .14 | 130 |
| 18-34 | 30,600 | .13 | 129 |
| 25-49 | 33,200 | .10 | 134 |
| 25-54 | 36,800 | .10 | 134 |
| MEN TOTAL | 65,700 | .11 | 131 |
| 18-49 | 50,300 | .12 | 130 |
| 18-34 | 31,900 | .13 | 127 |
| 21-49 | 44,000 | .12 | 130 |
| 25-49 | 35,400 | .11 | 130 |
| 25-54 | 38,800 | .11 | 130 |
| TEENS TOTAL | 12,400 | .09 | 143 |
| CHILD TOTAL | 24,500 | .10 | 140 |
| 6-11 | 14,400 | .10 | 140 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,200 | .05 | 115 |
| PERSONS 2+ | 12,800 | .06 | 113 |
| 18+ | 9,700 | .06 | 109 |
| 18-49 | 7,900 | .07 | 107 |
| 12-24 | 3,500 | .07 | 109 |
| 12-34 | 6,800 | .07 | 107 |
| 18-34 | 5,700 | .08 | 104 |
| WOMEN TOTAL | 4,200 | .05 | 115 |
| 18-49 | 3,200 | .05 | 112 |
| 12-24 | 1,600 | .06 | 110 |
| 18-34 | 2,300 | .06 | 109 |
| 25-49 | 2,100 | .05 | 115 |
| 25-54 | 2,400 | .05 | 115 |
| MEN TOTAL | 5,500 | .08 | 105 |
| 18-49 | 4,700 | .09 | 104 |
| 18-34 | 3,400 | .10 | 103 |
| 21-49 | 4,200 | .09 | 104 |
| 25-49 | 3,400 | .09 | 104 |
| 25-54 | 3,600 | .08 | 105 |
| TEENS TOTAL | 1,100 | .05 | 117 |
| CHILD TOTAL | 2,000 | .05 | 117 |
| 6-11 | 1,300 | .05 | 117 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 500 | .01 | 137 |
| PERSONS 2+ | 1,700 | .01 | 140 |
| 18+ | 1,300 | .01 | 137 |
| 18-49 | 1,200 | .01 | 135 |
| 12-24 | 600 | .01 | 129 |
| 12-34 | 900 | .01 | 136 |
| 18-34 | 800 | .01 | 134 |
| WOMEN TOTAL | 700 | .01 | 132 |
| 18-49 | 600 | .01 | 131 |
| 12-24 | 300 | .01 | 125 |
| 18-34 | 400 | .01 | 130 |
| 25-49 | 300 | .01 | 139 |
| 25-54 | 400 | .01 | 133 |
| MEN TOTAL | 600 | .01 | 140 |
| 18-49 | 600 | .01 | 134 |
| 18-34 | 400 | .01 | 133 |
| 21-49 | 500 | .01 | 135 |
| 25-49 | 400 | .01 | 136 |
| 25-54 | 400 | .01 | 137 |
| TEENS TOTAL | 100 | .01 | 140 |
| CHILD TOTAL | 300 | .01 | 143 |
| 6-11 | 200 | .01 | 138 |

## COLUMBUS, GA (OPELIKA)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 86,800 | .14 | 127 |
| PERSONS 2+ | 236,500 | .14 | 127 |
| 18+ | 177,900 | .14 | 127 |
| 18-49 | 121,600 | .14 | 125 |
| 12-24 | 52,700 | .17 | 122 |
| 12-34 | 95,200 | .16 | 120 |
| 18-34 | 74,300 | .16 | 121 |
| WOMEN TOTAL | 90,900 | .14 | 127 |
| 18-49 | 57,700 | .14 | 125 |
| 12-24 | 22,700 | .15 | 126 |
| 18-34 | 33,200 | .14 | 126 |
| 25-49 | 45,100 | .13 | 127 |
| 25-54 | 50,800 | .13 | 127 |
| MEN TOTAL | 87,000 | .14 | 126 |
| 18-49 | 63,900 | .15 | 122 |
| 18-34 | 41,100 | .17 | 111 |
| 21-49 | 55,600 | .15 | 124 |
| 25-49 | 44,700 | .14 | 125 |
| 25-54 | 49,600 | .13 | 127 |
| TEENS TOTAL | 20,900 | .16 | 124 |
| CHILD TOTAL | 37,700 | .15 | 123 |
| 6-11 | 22,000 | .15 | 125 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 30,800 | .39 | 60 |
| PERSONS 2+ | 89,100 | .40 | 60 |
| 18+ | 61,900 | .40 | 59 |
| 18-49 | 44,900 | .39 | 60 |
| 12-24 | 21,200 | .42 | 61 |
| 12-34 | 37,400 | .41 | 60 |
| 18-34 | 27,500 | .40 | 60 |
| WOMEN TOTAL | 33,400 | .39 | 59 |
| 18-49 | 23,100 | .38 | 60 |
| 12-24 | 10,000 | .39 | 60 |
| 18-34 | 13,600 | .38 | 61 |
| 25-49 | 17,900 | .38 | 59 |
| 25-54 | 19,900 | .38 | 59 |
| MEN TOTAL | 28,600 | .40 | 59 |
| 18-49 | 21,800 | .41 | 58 |
| 18-34 | 13,900 | .43 | 57 |
| 21-49 | 19,200 | .40 | 58 |
| 25-49 | 15,700 | .39 | 59 |
| 25-54 | 17,300 | .39 | 59 |
| TEENS TOTAL | 9,900 | .44 | 59 |
| CHILD TOTAL | 17,300 | .42 | 60 |
| 6-11 | 10,000 | .42 | 61 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,100 | .04 | 97 |
| PERSONS 2+ | 7,600 | .04 | 87 |
| 18+ | 5,200 | .04 | 91 |
| 18-49 | 4,500 | .05 | 85 |
| 12-24 | 2,100 | .05 | 84 |
| 12-34 | 4,000 | .05 | 83 |
| 18-34 | 3,300 | .05 | 81 |
| WOMEN TOTAL | 2,100 | .03 | 100 |
| 18-49 | 1,800 | .04 | 94 |
| 12-24 | 700 | .03 | 98 |
| 18-34 | 1,300 | .05 | 85 |
| 25-49 | 1,400 | .04 | 89 |
| 25-54 | 1,400 | .04 | 97 |
| MEN TOTAL | 3,100 | .05 | 81 |
| 18-49 | 2,700 | .05 | 81 |
| 18-34 | 2,000 | .06 | 76 |
| 21-49 | 2,200 | .05 | 85 |
| 25-49 | 1,700 | .05 | 86 |
| 25-54 | 1,800 | .05 | 87 |
| TEENS TOTAL | 700 | .04 | 94 |
| CHILD TOTAL | 1,600 | .04 | 87 |
| 6-11 | 900 | .04 | 87 |

## COLUMBUS, OH (CHILLICOTHE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 530,400 | .85 | 32 |
| PERSONS 2+ | 1,349,000 | .83 | 33 |
| 18+ | 1,040,100 | .83 | 33 |
| 18-49 | 727,800 | .87 | 29 |
| 12-24 | 276,200 | .89 | 28 |
| 12-34 | 532,800 | .88 | 30 |
| 18-34 | 423,900 | .90 | 28 |
| WOMEN TOTAL | 541,800 | .82 | 32 |
| 18-49 | 365,200 | .86 | 29 |
| 12-24 | 134,900 | .88 | 30 |
| 18-34 | 209,900 | .89 | 28 |
| 25-49 | 283,100 | .84 | 29 |
| 25-54 | 317,300 | .84 | 30 |
| MEN TOTAL | 498,300 | .83 | 31 |
| 18-49 | 362,600 | .87 | 29 |
| 18-34 | 214,000 | .90 | 27 |
| 21-49 | 328,500 | .86 | 29 |
| 25-49 | 277,400 | .84 | 29 |
| 25-54 | 308,900 | .84 | 29 |
| TEENS TOTAL | 108,900 | .81 | 36 |
| CHILD TOTAL | 200,000 | .82 | 34 |
| 6-11 | 117,100 | .82 | 37 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 59,100 | .76 | 33 |
| PERSONS 2+ | 160,100 | .73 | 34 |
| 18+ | 114,600 | .73 | 33 |
| 18-49 | 84,900 | .75 | 32 |
| 12-24 | 37,400 | .74 | 36 |
| 12-34 | 68,700 | .75 | 34 |
| 18-34 | 52,600 | .77 | 31 |
| WOMEN TOTAL | 60,700 | .71 | 35 |
| 18-49 | 43,500 | .72 | 34 |
| 12-24 | 18,100 | .71 | 35 |
| 18-34 | 26,300 | .73 | 34 |
| 25-49 | 33,200 | .71 | 33 |
| 25-54 | 37,000 | .72 | 33 |
| MEN TOTAL | 54,200 | .76 | 30 |
| 18-49 | 41,400 | .78 | 28 |
| 18-34 | 26,200 | .80 | 28 |
| 21-49 | 36,800 | .78 | 28 |
| 25-49 | 30,500 | .77 | 29 |
| 25-54 | 33,400 | .76 | 29 |
| TEENS TOTAL | 16,200 | .71 | 36 |
| CHILD TOTAL | 29,000 | .71 | 35 |
| 6-11 | 16,800 | .71 | 35 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,700 | .07 | 73 |
| PERSONS 2+ | 11,300 | .06 | 74 |
| 18+ | 8,200 | .07 | 73 |
| 18-49 | 6,800 | .07 | 73 |
| 12-24 | 2,800 | .06 | 73 |
| 12-34 | 5,800 | .07 | 71 |
| 18-34 | 4,800 | .08 | 70 |
| WOMEN TOTAL | 4,000 | .07 | 72 |
| 18-49 | 3,300 | .07 | 71 |
| 12-24 | 1,300 | .06 | 74 |
| 18-34 | 2,200 | .08 | 69 |
| 25-49 | 2,500 | .07 | 69 |
| 25-54 | 2,700 | .07 | 71 |
| MEN TOTAL | 4,200 | .07 | 74 |
| 18-49 | 3,500 | .07 | 73 |
| 18-34 | 2,600 | .08 | 70 |
| 21-49 | 3,200 | .07 | 72 |
| 25-49 | 2,500 | .07 | 73 |
| 25-54 | 2,700 | .07 | 73 |
| TEENS TOTAL | 1,000 | .05 | 76 |
| CHILD TOTAL | 2,100 | .06 | 77 |
| 6-11 | 1,300 | .06 | 76 |

# METRO MARKETS POPULATION SUMMARY

## CORPUS CHRISTI

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 118,000 | .19 | 111 |
| PERSONS 2+ | 336,400 | .21 | 104 |
| 18+ | 240,100 | .19 | 109 |
| 18-49 | 162,300 | .19 | 105 |
| 12-24 | 68,000 | .22 | 103 |
| 12-34 | 125,200 | .21 | 103 |
| 18-34 | 90,400 | .19 | 108 |
| WOMEN TOTAL | 124,800 | .19 | 110 |
| 18-49 | 81,600 | .19 | 106 |
| 12-24 | 33,500 | .22 | 104 |
| 18-34 | 45,300 | .19 | 108 |
| 25-49 | 65,100 | .19 | 103 |
| 25-54 | 73,000 | .19 | 106 |
| MEN TOTAL | 115,300 | .19 | 107 |
| 18-49 | 80,700 | .19 | 106 |
| 18-34 | 45,100 | .19 | 107 |
| 21-49 | 73,500 | .19 | 105 |
| 25-49 | 64,000 | .19 | 103 |
| 25-54 | 71,300 | .19 | 103 |
| TEENS TOTAL | 34,800 | .26 | 96 |
| CHILD TOTAL | 61,500 | .25 | 95 |
| 6-11 | 37,800 | .26 | 93 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,600 | .06 | 113 |
| PERSONS 2+ | 12,300 | .06 | 115 |
| 18+ | 8,500 | .05 | 115 |
| 18-49 | 5,700 | .05 | 117 |
| 12-24 | 2,600 | .05 | 118 |
| 12-34 | 4,700 | .05 | 119 |
| 18-34 | 3,300 | .05 | 118 |
| WOMEN TOTAL | 4,600 | .05 | 112 |
| 18-49 | 2,900 | .05 | 115 |
| 12-24 | 1,200 | .05 | 117 |
| 18-34 | 1,700 | .05 | 116 |
| 25-49 | 2,300 | .05 | 114 |
| 25-54 | 2,600 | .05 | 113 |
| MEN TOTAL | 3,900 | .05 | 115 |
| 18-49 | 2,800 | .05 | 118 |
| 18-34 | 1,600 | .05 | 120 |
| 21-49 | 2,600 | .05 | 117 |
| 25-49 | 2,200 | .06 | 115 |
| 25-54 | 2,400 | .05 | 115 |
| TEENS TOTAL | 1,400 | .06 | 114 |
| CHILD TOTAL | 2,400 | .06 | 116 |
| 6-11 | 1,400 | .06 | 115 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 51,900 | 1.04 | 20 |
| PERSONS 2+ | 176,300 | 1.00 | 20 |
| 18+ | 117,500 | .96 | 20 |
| 18-49 | 85,300 | .89 | 23 |
| 12-24 | 41,400 | .95 | 23 |
| 12-34 | 71,800 | .90 | 23 |
| 18-34 | 50,400 | .82 | 23 |
| WOMEN TOTAL | 61,400 | 1.01 | 20 |
| 18-49 | 43,300 | .94 | 22 |
| 12-24 | 20,800 | 1.01 | 22 |
| 18-34 | 25,500 | .89 | 23 |
| 25-49 | 33,100 | .96 | 21 |
| 25-54 | 36,700 | .97 | 21 |
| MEN TOTAL | 56,100 | .91 | 22 |
| 18-49 | 42,000 | .84 | 23 |
| 18-34 | 24,900 | .76 | 24 |
| 21-49 | 37,600 | .85 | 23 |
| 25-49 | 32,200 | .88 | 23 |
| 25-54 | 35,300 | .89 | 23 |
| TEENS TOTAL | 21,400 | 1.14 | 18 |
| CHILD TOTAL | 37,400 | 1.04 | 22 |
| 6-11 | 23,000 | 1.11 | 18 |

## DALLAS-FT. WORTH

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,527,000 | 2.44 | 6 |
| PERSONS 2+ | 3,947,600 | 2.41 | 6 |
| 18+ | 2,968,600 | 2.36 | 7 |
| 18-49 | 2,180,900 | 2.59 | 6 |
| 12-24 | 764,400 | 2.46 | 5 |
| 12-34 | 1,591,200 | 2.62 | 5 |
| 18-34 | 1,259,300 | 2.66 | 5 |
| WOMEN TOTAL | 1,523,200 | 2.32 | 8 |
| 18-49 | 1,084,300 | 2.56 | 6 |
| 12-24 | 377,400 | 2.47 | 6 |
| 18-34 | 620,800 | 2.64 | 5 |
| 25-49 | 869,200 | 2.59 | 6 |
| 25-54 | 961,700 | 2.55 | 6 |
| MEN TOTAL | 1,445,600 | 2.41 | 7 |
| 18-49 | 1,096,600 | 2.62 | 6 |
| 18-34 | 638,500 | 2.69 | 5 |
| 21-49 | 1,014,400 | 2.65 | 6 |
| 25-49 | 879,200 | 2.68 | 6 |
| 25-54 | 971,100 | 2.64 | 6 |
| TEENS TOTAL | 331,900 | 2.48 | 6 |
| CHILD TOTAL | 646,900 | 2.66 | 5 |
| 6-11 | 373,200 | 2.61 | 5 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 194,600 | 2.50 | 10 |
| PERSONS 2+ | 542,200 | 2.46 | 10 |
| 18+ | 379,500 | 2.42 | 10 |
| 18-49 | 297,000 | 2.61 | 10 |
| 12-24 | 125,100 | 2.49 | 9 |
| 12-34 | 241,600 | 2.65 | 9 |
| 18-34 | 185,600 | 2.71 | 10 |
| WOMEN TOTAL | 204,300 | 2.39 | 10 |
| 18-49 | 156,500 | 2.58 | 10 |
| 12-24 | 63,400 | 2.50 | 9 |
| 18-34 | 96,800 | 2.70 | 10 |
| 25-49 | 120,700 | 2.60 | 10 |
| 25-54 | 131,600 | 2.55 | 10 |
| MEN TOTAL | 175,200 | 2.47 | 10 |
| 18-49 | 140,500 | 2.63 | 10 |
| 18-34 | 88,800 | 2.72 | 9 |
| 21-49 | 126,800 | 2.67 | 10 |
| 25-49 | 107,200 | 2.69 | 10 |
| 25-54 | 116,400 | 2.64 | 10 |
| TEENS TOTAL | 56,000 | 2.47 | 9 |
| CHILD TOTAL | 106,700 | 2.61 | 9 |
| 6-11 | 61,800 | 2.60 | 9 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 147,500 | 2.95 | 7 |
| PERSONS 2+ | 537,800 | 3.04 | 7 |
| 18+ | 356,800 | 2.92 | 7 |
| 18-49 | 306,700 | 3.21 | 7 |
| 12-24 | 139,900 | 3.22 | 8 |
| 12-34 | 266,300 | 3.33 | 6 |
| 18-34 | 209,900 | 3.43 | 6 |
| WOMEN TOTAL | 162,100 | 2.68 | 10 |
| 18-49 | 135,500 | 2.95 | 7 |
| 12-24 | 64,000 | 3.11 | 8 |
| 18-34 | 90,500 | 3.15 | 7 |
| 25-49 | 99,000 | 2.87 | 7 |
| 25-54 | 106,500 | 2.81 | 8 |
| MEN TOTAL | 194,700 | 3.17 | 7 |
| 18-49 | 171,200 | 3.44 | 6 |
| 18-34 | 119,400 | 3.67 | 6 |
| 21-49 | 164,600 | 3.48 | 6 |
| 25-49 | 124,200 | 3.40 | 6 |
| 25-54 | 132,100 | 3.33 | 6 |
| TEENS TOTAL | 56,400 | 3.01 | 8 |
| CHILD TOTAL | 124,600 | 3.46 | 6 |
| 6-11 | 69,400 | 3.36 | 8 |

## DAVENPORT-ROCK ISLAND-MOLINE: QUAD CITY (BURLINGTON, IA)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 133,700 | .21 | 103 |
| PERSONS 2+ | 334,400 | .20 | 105 |
| 18+ | 262,400 | .20 | 104 |
| 18-49 | 158,200 | .19 | 109 |
| 12-24 | 61,400 | .20 | 111 |
| 12-34 | 114,000 | .19 | 110 |
| 18-34 | 84,000 | .18 | 110 |
| WOMEN TOTAL | 133,100 | .20 | 104 |
| 18-49 | 80,200 | .19 | 108 |
| 12-24 | 30,600 | .20 | 111 |
| 18-34 | 42,900 | .18 | 110 |
| 25-49 | 64,300 | .19 | 106 |
| 25-54 | 73,200 | .19 | 105 |
| MEN TOTAL | 119,300 | .20 | 104 |
| 18-49 | 78,000 | .19 | 109 |
| 18-34 | 41,100 | .17 | 111 |
| 21-49 | 71,500 | .19 | 106 |
| 25-49 | 62,500 | .19 | 104 |
| 25-54 | 71,000 | .19 | 104 |
| TEENS TOTAL | 30,000 | .22 | 104 |
| CHILD TOTAL | 52,000 | .21 | 104 |
| 6-11 | 31,800 | .22 | 104 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 6,400 | .08 | 105 |
| PERSONS 2+ | 18,100 | .08 | 105 |
| 18+ | 11,300 | .07 | 105 |
| 18-49 | 8,500 | .07 | 105 |
| 12-24 | 4,700 | .09 | 103 |
| 12-34 | 7,700 | .08 | 104 |
| 18-34 | 5,200 | .08 | 106 |
| WOMEN TOTAL | 5,900 | .07 | 105 |
| 18-49 | 4,400 | .07 | 105 |
| 12-24 | 2,300 | .09 | 102 |
| 18-34 | 2,700 | .08 | 104 |
| 25-49 | 3,300 | .07 | 105 |
| 25-54 | 3,600 | .07 | 105 |
| MEN TOTAL | 5,400 | .08 | 106 |
| 18-49 | 4,100 | .08 | 107 |
| 18-34 | 2,500 | .08 | 108 |
| 21-49 | 3,600 | .08 | 107 |
| 25-49 | 3,000 | .08 | 107 |
| 25-54 | 3,400 | .08 | 107 |
| TEENS TOTAL | 2,500 | .11 | 101 |
| CHILD TOTAL | 4,300 | .11 | 102 |
| 6-11 | 2,800 | .11 | 101 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,700 | .07 | 73 |
| PERSONS 2+ | 12,700 | .07 | 71 |
| 18+ | 7,700 | .06 | 75 |
| 18-49 | 5,700 | .06 | 76 |
| 12-24 | 3,000 | .07 | 72 |
| 12-34 | 5,200 | .06 | 74 |
| 18-34 | 3,500 | .06 | 79 |
| WOMEN TOTAL | 3,800 | .06 | 74 |
| 18-49 | 2,700 | .06 | 75 |
| 12-24 | 1,600 | .07 | 70 |
| 18-34 | 1,700 | .06 | 76 |
| 25-49 | 2,000 | .06 | 75 |
| 25-54 | 2,300 | .06 | 75 |
| MEN TOTAL | 3,900 | .06 | 75 |
| 18-49 | 3,000 | .06 | 76 |
| 18-34 | 1,800 | .06 | 84 |
| 21-49 | 2,800 | .06 | 75 |
| 25-49 | 2,400 | .07 | 75 |
| 25-54 | 2,600 | .07 | 74 |
| TEENS TOTAL | 1,700 | .09 | 67 |
| CHILD TOTAL | 3,300 | .09 | 69 |
| 6-11 | 1,800 | .09 | 71 |

# METRO MARKETS POPULATION SUMMARY

## DAYTON (RICHMOND, IN)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 376,200 | .60 | 44 |
| PERSONS 2+ | 961,200 | .59 | 45 |
| 18+ | 737,300 | .59 | 44 |
| 18-49 | 474,300 | .56 | 46 |
| 12-24 | 183,000 | .59 | 44 |
| 12-34 | 340,600 | .56 | 47 |
| 18-34 | 260,200 | .55 | 50 |
| WOMEN TOTAL | 389,800 | .59 | 44 |
| 18-49 | 241,700 | .57 | 46 |
| 12-24 | 90,900 | .59 | 44 |
| 18-34 | 131,900 | .58 | 49 |
| 25-49 | 190,100 | .57 | 48 |
| 25-54 | 217,200 | .58 | 46 |
| MEN TOTAL | 347,500 | .58 | 44 |
| 18-49 | 232,600 | .56 | 50 |
| 18-34 | 128,300 | .54 | 50 |
| 21-49 | 211,100 | .55 | 50 |
| 25-49 | 161,800 | .55 | 48 |
| 25-54 | 206,900 | .56 | 47 |
| TEENS TOTAL | 80,600 | .60 | 46 |
| CHILD TOTAL | 143,300 | .59 | 45 |
| 6-11 | 85,500 | .60 | 44 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 46,100 | .59 | 43 |
| PERSONS 2+ | 122,400 | .56 | 47 |
| 18+ | 87,600 | .56 | 46 |
| 18-49 | 59,100 | .52 | 49 |
| 12-24 | 28,000 | .56 | 49 |
| 12-34 | 47,800 | .52 | 49 |
| 18-34 | 35,500 | .52 | 49 |
| WOMEN TOTAL | 49,100 | .57 | 44 |
| 18-49 | 32,600 | .54 | 47 |
| 12-24 | 14,400 | .57 | 47 |
| 18-34 | 19,300 | .54 | 47 |
| 25-49 | 24,300 | .52 | 50 |
| 25-54 | 27,500 | .53 | 47 |
| MEN TOTAL | 38,500 | .54 | 47 |
| 18-49 | 26,500 | .50 | 49 |
| 18-34 | 16,200 | .50 | 51 |
| 21-49 | 22,800 | .48 | 52 |
| 25-49 | 19,100 | .48 | 52 |
| 25-54 | 21,800 | .49 | 51 |
| TEENS TOTAL | 12,300 | .54 | 50 |
| CHILD TOTAL | 22,500 | .55 | 50 |
| 6-11 | 13,500 | .57 | 51 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,300 | .05 | 87 |
| PERSONS 2+ | 7,300 | .04 | 93 |
| 18+ | 5,100 | .04 | 94 |
| 18-49 | 3,900 | .04 | 95 |
| 12-24 | 2,000 | .05 | 89 |
| 12-34 | 3,300 | .04 | 96 |
| 18-34 | 2,400 | .04 | 96 |
| WOMEN TOTAL | 2,500 | .04 | 87 |
| 18-49 | 1,900 | .04 | 88 |
| 12-24 | 1,000 | .05 | 82 |
| 18-34 | 1,200 | .04 | 91 |
| 25-49 | 1,400 | .04 | 89 |
| 25-54 | 1,500 | .04 | 91 |
| MEN TOTAL | 2,600 | .04 | 95 |
| 18-49 | 2,000 | .04 | 96 |
| 18-34 | 1,200 | .04 | 103 |
| 21-49 | 1,700 | .04 | 98 |
| 25-49 | 1,400 | .04 | 97 |
| 25-54 | 1,400 | .04 | 101 |
| TEENS TOTAL | 900 | .05 | 80 |
| CHILD TOTAL | 1,300 | .04 | 97 |
| 6-11 | 700 | .03 | 100 |

## DENVER (STEAMBOAT SPRINGS)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 743,100 | 1.19 | 23 |
| PERSONS 2+ | 1,796,100 | 1.10 | 24 |
| 18+ | 1,377,200 | 1.10 | 24 |
| 18-49 | 986,700 | 1.17 | 19 |
| 12-24 | 314,900 | 1.01 | 24 |
| 12-34 | 667,000 | 1.10 | 22 |
| 18-34 | 525,600 | 1.11 | 20 |
| WOMEN TOTAL | 708,600 | 1.08 | 24 |
| 18-49 | 493,000 | 1.17 | 20 |
| 12-24 | 155,200 | 1.02 | 25 |
| 18-34 | 262,100 | 1.11 | 21 |
| 25-49 | 407,100 | 1.21 | 19 |
| 25-54 | 451,400 | 1.20 | 20 |
| MEN TOTAL | 668,600 | 1.11 | 24 |
| 18-49 | 493,700 | 1.18 | 19 |
| 18-34 | 263,500 | 1.11 | 20 |
| 21-49 | 458,200 | 1.20 | 19 |
| 25-49 | 406,100 | 1.24 | 19 |
| 25-54 | 449,900 | 1.22 | 19 |
| TEENS TOTAL | 141,400 | 1.06 | 23 |
| CHILD TOTAL | 277,500 | 1.14 | 21 |
| 6-11 | 161,300 | 1.13 | 21 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 37,800 | .46 | 63 |
| PERSONS 2+ | 92,600 | .42 | 57 |
| 18+ | 66,100 | .42 | 56 |
| 18-49 | 50,500 | .44 | 54 |
| 12-24 | 19,600 | .39 | 63 |
| 12-34 | 36,500 | .42 | 58 |
| 18-34 | 29,600 | .43 | 57 |
| WOMEN TOTAL | 33,600 | .39 | 58 |
| 18-49 | 25,000 | .41 | 57 |
| 12-24 | 9,600 | .38 | 62 |
| 18-34 | 14,700 | .41 | 59 |
| 25-49 | 19,700 | .42 | 55 |
| 25-54 | 21,700 | .42 | 54 |
| MEN TOTAL | 32,500 | .46 | 53 |
| 18-49 | 25,500 | .48 | 52 |
| 18-34 | 14,900 | .48 | 55 |
| 21-49 | 23,100 | .49 | 49 |
| 25-49 | 20,100 | .50 | 49 |
| 25-54 | 22,000 | .50 | 50 |
| TEENS TOTAL | 8,900 | .39 | 63 |
| CHILD TOTAL | 17,800 | .44 | 59 |
| 6-11 | 10,100 | .42 | 59 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 71,900 | 1.44 | 15 |
| PERSONS 2+ | 221,600 | 1.25 | 17 |
| 18+ | 149,600 | 1.23 | 16 |
| 18-49 | 117,800 | 1.23 | 17 |
| 12-24 | 50,700 | 1.17 | 17 |
| 12-34 | 95,500 | 1.19 | 17 |
| 18-34 | 72,000 | 1.18 | 18 |
| WOMEN TOTAL | 75,400 | 1.25 | 16 |
| 18-49 | 58,300 | 1.27 | 16 |
| 12-24 | 25,200 | 1.22 | 17 |
| 18-34 | 35,700 | 1.24 | 17 |
| 25-49 | 44,700 | 1.30 | 16 |
| 25-54 | 49,000 | 1.29 | 16 |
| MEN TOTAL | 74,400 | 1.21 | 17 |
| 18-49 | 59,500 | 1.20 | 17 |
| 18-34 | 36,300 | 1.12 | 18 |
| 21-49 | 63,700 | 1.21 | 17 |
| 25-49 | 45,900 | 1.26 | 17 |
| 25-54 | 50,100 | 1.26 | 17 |
| TEENS TOTAL | 23,500 | 1.25 | 16 |
| CHILD TOTAL | 48,300 | 1.34 | 16 |
| 6-11 | 27,800 | 1.35 | 16 |

## DES MOINES

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 180,500 | .29 | 83 |
| PERSONS 2+ | 456,600 | .28 | 84 |
| 18+ | 353,800 | .28 | 83 |
| 18-49 | 242,600 | .29 | 81 |
| 12-24 | 96,700 | .31 | 80 |
| 12-34 | 178,200 | .29 | 82 |
| 18-34 | 142,700 | .30 | 80 |
| WOMEN TOTAL | 185,800 | .28 | 83 |
| 18-49 | 122,400 | .29 | 81 |
| 12-24 | 47,500 | .31 | 81 |
| 18-34 | 71,400 | .30 | 80 |
| 25-49 | 92,400 | .28 | 83 |
| 25-54 | 103,400 | .27 | 83 |
| MEN TOTAL | 168,000 | .28 | 81 |
| 18-49 | 120,200 | .29 | 82 |
| 18-34 | 71,300 | .30 | 80 |
| 21-49 | 107,300 | .28 | 82 |
| 25-49 | 89,000 | .27 | 83 |
| 25-54 | 99,500 | .27 | 83 |
| TEENS TOTAL | 35,500 | .27 | 93 |
| CHILD TOTAL | 67,300 | .28 | 85 |
| 6-11 | 39,900 | .28 | 87 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 5,900 | .08 | 107 |
| PERSONS 2+ | 15,600 | .07 | 108 |
| 18+ | 11,100 | .07 | 106 |
| 18-49 | 7,700 | .07 | 108 |
| 12-24 | 3,600 | .07 | 108 |
| 12-34 | 6,400 | .07 | 109 |
| 18-34 | 4,900 | .07 | 108 |
| WOMEN TOTAL | 5,700 | .07 | 108 |
| 18-49 | 3,900 | .06 | 108 |
| 12-24 | 1,800 | .07 | 108 |
| 18-34 | 2,400 | .07 | 108 |
| 25-49 | 2,900 | .06 | 108 |
| 25-54 | 3,300 | .06 | 108 |
| MEN TOTAL | 5,400 | .08 | 108 |
| 18-49 | 3,800 | .07 | 109 |
| 18-34 | 2,500 | .08 | 108 |
| 21-49 | 3,200 | .07 | 110 |
| 25-49 | 2,700 | .07 | 110 |
| 25-54 | 3,000 | .07 | 108 |
| TEENS TOTAL | 1,500 | .07 | 113 |
| CHILD TOTAL | 3,000 | .07 | 108 |
| 6-11 | 1,600 | .07 | 112 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,200 | .04 | 94 |
| PERSONS 2+ | 7,500 | .04 | 87 |
| 18+ | 4,900 | .04 | 95 |
| 18-49 | 3,900 | .04 | 95 |
| 12-24 | 2,000 | .05 | 89 |
| 12-34 | 3,500 | .04 | 88 |
| 18-34 | 2,700 | .04 | 93 |
| WOMEN TOTAL | 2,400 | .04 | 91 |
| 18-49 | 1,900 | .04 | 88 |
| 12-24 | 900 | .04 | 87 |
| 18-34 | 1,300 | .05 | 85 |
| 25-49 | 1,400 | .04 | 89 |
| 25-54 | 1,500 | .04 | 91 |
| MEN TOTAL | 2,500 | .04 | 98 |
| 18-49 | 2,000 | .04 | 96 |
| 18-34 | 1,400 | .04 | 95 |
| 21-49 | 1,800 | .04 | 94 |
| 25-49 | 1,400 | .04 | 97 |
| 25-54 | 1,500 | .04 | 97 |
| TEENS TOTAL | 900 | .05 | 80 |
| CHILD TOTAL | 1,700 | .05 | 82 |
| 6-11 | 1,000 | .05 | 80 |

# METRO MARKETS POPULATION SUMMARY

## DETROIT

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 1,566,300 | 2.51 | 5 | 330,200 | 4.23 | 5 | 25,300 | .51 | 29 |
| PERSONS 2+ | 4,092,000 | 2.50 | 5 | 902,500 | 4.10 | 5 | 81,600 | .46 | 30 |
| 18+ | 3,122,300 | 2.48 | 5 | 643,900 | 4.11 | 6 | 55,100 | .45 | 30 |
| 18-49 | 2,054,300 | 2.44 | 7 | 448,500 | 3.94 | 5 | 41,100 | .43 | 31 |
| 12-24 | 762,400 | 2.45 | 6 | 205,500 | 4.09 | 4 | 19,000 | .44 | 29 |
| 12-34 | 1,478,000 | 2.44 | 7 | 355,800 | 3.90 | 5 | 34,800 | .43 | 31 |
| 18-34 | 1,122,300 | 2.37 | 8 | 256,600 | 3.74 | 7 | 25,300 | .41 | 32 |
| WOMEN TOTAL | 1,653,800 | 2.51 | 5 | 361,400 | 4.23 | 5 | 27,900 | .46 | 30 |
| 18-49 | 1,051,700 | 2.48 | 7 | 248,300 | 4.10 | 5 | 20,500 | .45 | 29 |
| 12-24 | 380,700 | 2.49 | 5 | 106,300 | 4.20 | 4 | 9,400 | .46 | 29 |
| 18-34 | 572,900 | 2.43 | 7 | 141,200 | 3.93 | 5 | 12,700 | .44 | 30 |
| 25-49 | 845,300 | 2.52 | 7 | 191,800 | 4.13 | 5 | 15,800 | .46 | 30 |
| 25-54 | 951,800 | 2.53 | 7 | 212,500 | 4.11 | 5 | 17,500 | .46 | 30 |
| MEN TOTAL | 1,468,500 | 2.48 | 6 | 282,500 | 3.98 | 6 | 27,200 | .44 | 30 |
| 18-49 | 1,002,600 | 2.40 | 7 | 200,200 | 3.75 | 6 | 20,600 | .41 | 33 |
| 18-34 | 549,400 | 2.31 | 9 | 115,400 | 3.54 | 7 | 12,600 | .39 | 33 |
| 21-49 | 921,800 | 2.41 | 7 | 177,300 | 3.74 | 7 | 18,600 | .42 | 33 |
| 25-49 | 802,300 | 2.44 | 7 | 150,400 | 3.78 | 7 | 15,800 | .43 | 32 |
| 25-54 | 901,500 | 2.45 | 7 | 166,800 | 3.76 | 6 | 17,200 | .43 | 31 |
| TEENS TOTAL | 355,700 | 2.66 | 5 | 99,200 | 4.37 | 3 | 9,500 | .51 | 28 |
| CHILD TOTAL | 614,000 | 2.52 | 7 | 159,400 | 3.91 | 5 | 17,000 | .47 | 31 |
| 6-11 | 361,500 | 2.53 | 7 | 92,300 | 3.88 | 4 | 9,700 | .47 | 30 |

## DULUTH-SUPERIOR

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 104,200 | .17 | 119 | 300 | - | 143 | 300 | .01 | 147 |
| PERSONS 2+ | 257,600 | .16 | 121 | 1,300 | .01 | 141 | 1,300 | .01 | 146 |
| 18+ | 197,900 | .16 | 123 | 800 | .01 | 141 | 700 | .01 | 150 |
| 18-49 | 117,500 | .14 | 126 | 600 | .01 | 143 | 500 | .01 | 149 |
| 12-24 | 47,200 | .15 | 128 | 400 | .01 | 141 | 500 | .01 | 134 |
| 12-34 | 84,000 | .14 | 127 | 600 | .01 | 142 | 700 | .01 | 139 |
| 18-34 | 61,600 | .13 | 128 | 400 | .01 | 142 | 400 | .01 | 146 |
| WOMEN TOTAL | 103,300 | .16 | 122 | 200 | - | 142 | 300 | - | 149 |
| 18-49 | 58,100 | .14 | 124 | 100 | - | 147 | 200 | - | 149 |
| 12-24 | 23,000 | .15 | 124 | 100 | - | 142 | 200 | .01 | 138 |
| 18-34 | 30,700 | .13 | 128 | 100 | - | 142 | 200 | .01 | 144 |
| 25-49 | 46,000 | .14 | 123 | 100 | - | 145 | 100 | - | 149 |
| 25-54 | 52,400 | .14 | 124 | 100 | - | 146 | 200 | .01 | 146 |
| MEN TOTAL | 94,600 | .16 | 120 | 600 | .01 | 140 | 400 | .01 | 147 |
| 18-49 | 59,400 | .14 | 126 | 500 | .01 | 140 | 300 | .01 | 147 |
| 18-34 | 30,900 | .13 | 128 | 300 | .01 | 140 | 200 | .01 | 147 |
| 21-49 | 53,600 | .14 | 126 | 400 | .01 | 140 | 200 | - | 149 |
| 25-49 | 46,700 | .14 | 123 | 300 | .01 | 140 | 200 | .01 | 148 |
| 25-54 | 52,800 | .14 | 123 | 300 | .01 | 141 | 300 | .01 | 144 |
| TEENS TOTAL | 22,400 | .17 | 120 | 200 | .01 | 134 | 300 | .02 | 120 |
| CHILD TOTAL | 37,300 | .15 | 124 | 300 | .01 | 141 | 300 | .01 | 143 |
| 6-11 | 23,400 | .16 | 123 | 100 | - | 142 | 100 | - | 146 |

## EL PASO (LAS CRUCES)

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 184,100 | .29 | 80 | 7,000 | .09 | 103 | 113,200 | 2.26 | 11 |
| PERSONS 2+ | 588,600 | .36 | 69 | 20,400 | .09 | 102 | 414,300 | 2.34 | 11 |
| 18+ | 410,200 | .33 | 75 | 14,400 | .09 | 103 | 274,800 | 2.25 | 11 |
| 18-49 | 290,200 | .34 | 71 | 11,800 | .10 | 102 | 202,000 | 2.11 | 11 |
| 12-24 | 139,600 | .45 | 59 | 5,400 | .11 | 102 | 103,100 | 2.38 | 11 |
| 12-34 | 241,100 | .40 | 64 | 10,000 | .11 | 102 | 176,000 | 2.20 | 11 |
| 18-34 | 173,600 | .37 | 68 | 8,200 | .12 | 101 | 123,200 | 2.01 | 11 |
| WOMEN TOTAL | 215,700 | .33 | 74 | 5,900 | .07 | 105 | 150,300 | 2.48 | 11 |
| 18-49 | 148,500 | .35 | 71 | 4,700 | .08 | 103 | 108,100 | 2.35 | 11 |
| 12-24 | 68,500 | .45 | 59 | 2,200 | .09 | 103 | 52,700 | 2.56 | 10 |
| 18-34 | 87,300 | .37 | 67 | 3,200 | .09 | 102 | 65,100 | 2.27 | 11 |
| 25-49 | 113,400 | .34 | 68 | 3,400 | .07 | 103 | 81,700 | 2.37 | 11 |
| 25-54 | 127,400 | .34 | 68 | 3,700 | .07 | 104 | 91,100 | 2.40 | 11 |
| MEN TOTAL | 194,500 | .32 | 74 | 8,500 | .12 | 100 | 124,500 | 2.03 | 12 |
| 18-49 | 141,700 | .34 | 71 | 7,100 | .13 | 96 | 93,900 | 1.89 | 12 |
| 18-34 | 86,300 | .36 | 68 | 5,000 | .15 | 95 | 58,100 | 1.78 | 13 |
| 21-49 | 125,700 | .33 | 72 | 6,200 | .13 | 97 | 83,000 | 1.87 | 13 |
| 25-49 | 104,700 | .32 | 75 | 4,800 | .12 | 99 | 70,000 | 1.92 | 12 |
| 25-54 | 116,700 | .32 | 73 | 6,200 | .12 | 99 | 77,000 | 1.94 | 12 |
| TEENS TOTAL | 67,500 | .50 | 55 | 1,800 | .08 | 107 | 52,800 | 2.82 | 10 |
| CHILD TOTAL | 110,900 | .46 | 62 | 4,200 | .10 | 103 | 86,700 | 2.41 | 10 |
| 6-11 | 66,300 | .46 | 60 | 2,300 | .10 | 103 | 51,900 | 2.51 | 10 |

# METRO MARKETS POPULATION SUMMARY

## ERIE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 100,400 | .16 | 122 |
| PERSONS 2+ | 262,900 | .16 | 120 |
| 18+ | 200,200 | .16 | 119 |
| 18-49 | 127,000 | .16 | 121 |
| 12-24 | 53,800 | .17 | 118 |
| 12-34 | 94,600 | .16 | 121 |
| 18-34 | 71,800 | .15 | 124 |
| WOMEN TOTAL | 105,800 | .16 | 120 |
| 18-49 | 64,400 | .16 | 121 |
| 12-24 | 26,800 | .16 | 118 |
| 18-34 | 36,400 | .15 | 120 |
| 25-49 | 46,800 | .15 | 121 |
| 25-54 | 55,100 | .15 | 121 |
| MEN TOTAL | 94,400 | .16 | 121 |
| 18-49 | 62,600 | .15 | 123 |
| 18-34 | 35,400 | .15 | 124 |
| 21-49 | 55,700 | .15 | 122 |
| 25-49 | 47,200 | .14 | 122 |
| 25-54 | 53,100 | .14 | 122 |
| TEENS TOTAL | 22,800 | .17 | 119 |
| CHILD TOTAL | 39,900 | .16 | 120 |
| 6-11 | 24,000 | .17 | 120 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,400 | .06 | 114 |
| PERSONS 2+ | 13,500 | .06 | 110 |
| 18+ | 8,600 | .05 | 114 |
| 18-49 | 6,500 | .06 | 111 |
| 12-24 | 3,700 | .07 | 107 |
| 12-34 | 5,800 | .06 | 111 |
| 18-34 | 4,000 | .06 | 112 |
| WOMEN TOTAL | 4,700 | .05 | 111 |
| 18-49 | 3,500 | .06 | 109 |
| 12-24 | 1,900 | .08 | 107 |
| 18-34 | 2,200 | .06 | 110 |
| 25-49 | 2,500 | .05 | 111 |
| 25-54 | 2,700 | .05 | 112 |
| MEN TOTAL | 3,900 | .05 | 115 |
| 18-49 | 3,000 | .06 | 115 |
| 18-34 | 1,800 | .06 | 118 |
| 21-49 | 2,500 | .06 | 118 |
| 25-49 | 2,100 | .05 | 118 |
| 25-54 | 2,300 | .05 | 118 |
| TEENS TOTAL | 1,800 | .08 | 107 |
| CHILD TOTAL | 3,100 | .08 | 107 |
| 6-11 | 1,700 | .07 | 108 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 900 | .02 | 121 |
| PERSONS 2+ | 3,400 | .02 | 120 |
| 18+ | 2,000 | .02 | 123 |
| 18-49 | 1,600 | .02 | 123 |
| 12-24 | 900 | .02 | 117 |
| 12-34 | 1,500 | .02 | 121 |
| 18-34 | 1,100 | .02 | 120 |
| WOMEN TOTAL | 900 | .01 | 122 |
| 18-49 | 700 | .02 | 124 |
| 12-24 | 400 | .02 | 117 |
| 18-34 | 500 | .02 | 120 |
| 25-49 | 500 | .01 | 121 |
| 25-54 | 600 | .02 | 118 |
| MEN TOTAL | 1,100 | .02 | 122 |
| 18-49 | 900 | .02 | 122 |
| 18-34 | 600 | .02 | 120 |
| 21-49 | 700 | .02 | 123 |
| 25-49 | 600 | .02 | 123 |
| 25-54 | 700 | .03 | 123 |
| TEENS TOTAL | 400 | .02 | 114 |
| CHILD TOTAL | 1,000 | .03 | 111 |
| 6-11 | 600 | .03 | 107 |

## EUGENE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 108,300 | .17 | 116 |
| PERSONS 2+ | 268,400 | .16 | 118 |
| 18+ | 208,200 | .17 | 117 |
| 18-49 | 138,000 | .16 | 116 |
| 12-24 | 52,600 | .17 | 123 |
| 12-34 | 94,400 | .16 | 122 |
| 18-34 | 73,000 | .15 | 123 |
| WOMEN TOTAL | 108,400 | .16 | 116 |
| 18-49 | 69,700 | .16 | 116 |
| 12-24 | 26,200 | .17 | 119 |
| 18-34 | 36,900 | .16 | 119 |
| 25-49 | 53,900 | .16 | 117 |
| 25-54 | 60,300 | .16 | 118 |
| MEN TOTAL | 99,800 | .17 | 117 |
| 18-49 | 68,300 | .16 | 117 |
| 18-34 | 36,100 | .15 | 123 |
| 21-49 | 61,900 | .16 | 117 |
| 25-49 | 52,900 | .16 | 117 |
| 25-54 | 59,300 | .16 | 118 |
| TEENS TOTAL | 21,400 | .16 | 123 |
| CHILD TOTAL | 38,800 | .16 | 122 |
| 6-11 | 23,800 | .17 | 121 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 600 | .01 | 138 |
| PERSONS 2+ | 2,000 | .01 | 136 |
| 18+ | 1,300 | .01 | 137 |
| 18-49 | 1,100 | .01 | 137 |
| 12-24 | 600 | .01 | 135 |
| 12-34 | 900 | .01 | 137 |
| 18-34 | 700 | .01 | 137 |
| WOMEN TOTAL | 500 | .01 | 137 |
| 18-49 | 400 | .01 | 136 |
| 12-24 | 300 | .01 | 134 |
| 18-34 | 300 | .01 | 136 |
| 25-49 | 200 | - | 139 |
| 25-54 | 200 | - | 140 |
| MEN TOTAL | 800 | .01 | 138 |
| 18-49 | 700 | .01 | 136 |
| 18-34 | 400 | .01 | 137 |
| 21-49 | 600 | .01 | 136 |
| 25-49 | 500 | .01 | 136 |
| 25-54 | 500 | .01 | 136 |
| TEENS TOTAL | 200 | .01 | 134 |
| CHILD TOTAL | 500 | .01 | 135 |
| 6-11 | 300 | .01 | 134 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,900 | .04 | 100 |
| PERSONS 2+ | 6,700 | .04 | 99 |
| 18+ | 4,500 | .04 | 100 |
| 18-49 | 3,800 | .04 | 98 |
| 12-24 | 1,900 | .04 | 92 |
| 12-34 | 3,200 | .04 | 98 |
| 18-34 | 2,400 | .04 | 96 |
| WOMEN TOTAL | 2,200 | .04 | 97 |
| 18-49 | 1,800 | .04 | 94 |
| 12-24 | 900 | .04 | 87 |
| 18-34 | 1,100 | .04 | 96 |
| 25-49 | 1,300 | .04 | 97 |
| 25-54 | 1,400 | .04 | 97 |
| MEN TOTAL | 2,300 | .04 | 101 |
| 18-49 | 2,000 | .04 | 96 |
| 18-34 | 1,300 | .04 | 98 |
| 21-49 | 1,700 | .04 | 98 |
| 25-49 | 1,400 | .04 | 97 |
| 25-54 | 1,500 | .04 | 97 |
| TEENS TOTAL | 800 | .04 | 86 |
| CHILD TOTAL | 1,400 | .04 | 96 |
| 6-11 | 900 | .04 | 87 |

## EUREKA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 45,600 | .07 | 148 |
| PERSONS 2+ | 113,400 | .07 | 148 |
| 18+ | 86,600 | .07 | 148 |
| 18-49 | 58,000 | .07 | 149 |
| 12-24 | 21,500 | .07 | 150 |
| 12-34 | 39,900 | .07 | 150 |
| 18-34 | 30,900 | .07 | 148 |
| WOMEN TOTAL | 44,000 | .07 | 148 |
| 18-49 | 28,500 | .07 | 148 |
| 12-24 | 10,400 | .07 | 150 |
| 18-34 | 15,200 | .06 | 150 |
| 25-49 | 22,500 | .07 | 148 |
| 25-54 | 25,100 | .07 | 148 |
| MEN TOTAL | 42,600 | .07 | 149 |
| 18-49 | 29,500 | .07 | 148 |
| 18-34 | 15,700 | .07 | 147 |
| 21-49 | 26,800 | .07 | 148 |
| 25-49 | 23,000 | .07 | 147 |
| 25-54 | 25,600 | .07 | 148 |
| TEENS TOTAL | 9,000 | .07 | 152 |
| CHILD TOTAL | 17,800 | .07 | 151 |
| 6-11 | 10,700 | .07 | 150 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 300 | - | 143 |
| PERSONS 2+ | 1,000 | - | 145 |
| 18+ | 600 | - | 145 |
| 18-49 | 500 | - | 145 |
| 12-24 | 300 | .01 | 145 |
| 12-34 | 500 | .01 | 145 |
| 18-34 | 300 | - | 145 |
| WOMEN TOTAL | 200 | - | 142 |
| 18-49 | 200 | - | 141 |
| 12-24 | 100 | - | 142 |
| 18-34 | 100 | - | 142 |
| 25-49 | 200 | - | 138 |
| 25-54 | 200 | - | 140 |
| MEN TOTAL | 400 | .01 | 144 |
| 18-49 | 300 | .01 | 145 |
| 18-34 | 200 | .01 | 145 |
| 21-49 | 300 | .01 | 145 |
| 25-49 | 200 | .01 | 145 |
| 25-54 | 300 | .01 | 141 |
| TEENS TOTAL | 200 | .01 | 134 |
| CHILD TOTAL | 200 | - | 145 |
| 6-11 | | | 149 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,500 | .03 | 109 |
| PERSONS 2+ | 5,000 | .03 | 110 |
| 18+ | 3,300 | .03 | 111 |
| 18-49 | 2,700 | .03 | 109 |
| 12-24 | 1,300 | .03 | 109 |
| 12-34 | 2,200 | .03 | 111 |
| 18-34 | 1,700 | .03 | 113 |
| WOMEN TOTAL | 1,600 | .03 | 108 |
| 18-49 | 1,300 | .03 | 107 |
| 12-24 | 600 | .03 | 107 |
| 18-34 | 800 | .03 | 108 |
| 25-49 | 900 | .03 | 109 |
| 25-54 | 900 | .02 | 109 |
| MEN TOTAL | 1,700 | .03 | 112 |
| 18-49 | 1,400 | .03 | 111 |
| 18-34 | 900 | .03 | 113 |
| 21-49 | 1,300 | .03 | 110 |
| 25-49 | 1,000 | .03 | 111 |
| 25-54 | 1,100 | .03 | 112 |
| TEENS TOTAL | 500 | .03 | 108 |
| CHILD TOTAL | 1,200 | .03 | 100 |
| 6-11 | 700 | .03 | 100 |

# METRO MARKETS POPULATION SUMMARY

## EVANSVILLE (MADISONVILLE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 119,400 | .19 | 109 |
| PERSONS 2+ | 295,800 | .18 | 112 |
| 18+ | 228,800 | .18 | 112 |
| 18-49 | 142,700 | .17 | 114 |
| 12-24 | 53,000 | .17 | 119 |
| 12-34 | 102,800 | .17 | 116 |
| 18-34 | 77,300 | .16 | 114 |
| WOMEN TOTAL | 122,100 | .19 | 112 |
| 18-49 | 72,500 | .17 | 114 |
| 12-24 | 26,600 | .17 | 118 |
| 18-34 | 39,500 | .17 | 116 |
| 25-49 | 58,100 | .17 | 113 |
| 25-54 | 66,200 | .18 | 112 |
| MEN TOTAL | 106,700 | .18 | 113 |
| 18-49 | 70,200 | .17 | 116 |
| 18-34 | 37,800 | .16 | 115 |
| 21-49 | 64,500 | .17 | 115 |
| 25-49 | 56,800 | .17 | 114 |
| 25-54 | 64,100 | .17 | 112 |
| TEENS TOTAL | 25,200 | .19 | 118 |
| CHILD TOTAL | 44,800 | .16 | 114 |
| 6-11 | 27,400 | .19 | 111 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 6,000 | .08 | 106 |
| PERSONS 2+ | 15,800 | .07 | 107 |
| 18+ | 11,000 | .07 | 107 |
| 18-49 | 7,400 | .08 | 109 |
| 12-24 | 3,500 | .07 | 109 |
| 12-34 | 6,500 | .07 | 108 |
| 18-34 | 4,600 | .07 | 109 |
| WOMEN TOTAL | 6,200 | .07 | 104 |
| 18-49 | 4,100 | .07 | 107 |
| 12-24 | 1,700 | .07 | 109 |
| 18-34 | 2,500 | .07 | 107 |
| 25-49 | 3,200 | .07 | 106 |
| 25-54 | 3,400 | .07 | 106 |
| MEN TOTAL | 4,800 | .07 | 110 |
| 18-49 | 3,300 | .08 | 113 |
| 18-34 | 2,100 | .08 | 113 |
| 21-49 | 3,000 | .08 | 113 |
| 25-49 | 2,600 | .07 | 111 |
| 25-54 | 3,000 | .07 | 108 |
| TEENS TOTAL | 1,900 | .08 | 104 |
| CHILD TOTAL | 2,900 | .07 | 110 |
| 6-11 | 1,900 | .08 | 107 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 400 | .01 | 142 |
| PERSONS 2+ | 1,800 | .01 | 143 |
| 18+ | 1,200 | .01 | 139 |
| 18-49 | 800 | .01 | 142 |
| 12-24 | 200 | - | 145 |
| 12-34 | 700 | .01 | 139 |
| 18-34 | 600 | .01 | 138 |
| WOMEN TOTAL | 500 | .01 | 139 |
| 18-49 | 400 | .01 | 141 |
| 12-24 | 100 | - | 144 |
| 18-34 | 300 | .01 | 136 |
| 25-49 | 300 | .01 | 139 |
| 25-54 | 300 | .01 | 141 |
| MEN TOTAL | 700 | .01 | 135 |
| 18-49 | 400 | .01 | 142 |
| 18-34 | 300 | .01 | 139 |
| 21-49 | 400 | .01 | 140 |
| 25-49 | 400 | .01 | 136 |
| 25-54 | 500 | .01 | 132 |
| TEENS TOTAL | 100 | .01 | 140 |
| CHILD TOTAL | 200 | .01 | 149 |
| 6-11 | 100 | - | 146 |

## FARGO

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 63,400 | .10 | 135 |
| PERSONS 2+ | 162,900 | .10 | 139 |
| 18+ | 125,600 | .10 | 136 |
| 18-49 | 87,700 | .10 | 133 |
| 12-24 | 39,100 | .13 | 132 |
| 12-34 | 67,100 | .11 | 132 |
| 18-34 | 54,400 | .12 | 131 |
| WOMEN TOTAL | 64,600 | .10 | 139 |
| 18-49 | 43,700 | .10 | 134 |
| 12-24 | 19,400 | .13 | 132 |
| 18-34 | 27,300 | .12 | 132 |
| 25-49 | 30,500 | .09 | 139 |
| 25-54 | 34,200 | .09 | 140 |
| MEN TOTAL | 60,800 | .10 | 137 |
| 18-49 | 44,000 | .11 | 132 |
| 18-34 | 27,100 | .11 | 131 |
| 21-49 | 38,300 | .10 | 133 |
| 25-49 | 30,800 | .09 | 139 |
| 25-54 | 34,100 | .09 | 139 |
| TEENS TOTAL | 12,700 | .09 | 141 |
| CHILD TOTAL | 24,600 | .10 | 136 |
| 6-11 | 14,800 | .10 | 139 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 200 | - | 148 |
| PERSONS 2+ | 500 | - | 150 |
| 18+ | 200 | - | 151 |
| 18-49 | 200 | - | 151 |
| 12-24 | 300 | .01 | 145 |
| 12-34 | 400 | - | 146 |
| 18-34 | 200 | - | 148 |
| WOMEN TOTAL | | | 153 |
| 18-49 | | | 153 |
| 12-24 | 100 | - | 142 |
| 18-34 | | | 151 |
| 25-49 | | | 152 |
| 25-54 | | | 153 |
| MEN TOTAL | 200 | - | 149 |
| 18-49 | 200 | - | 148 |
| 18-34 | 200 | .01 | 145 |
| 21-49 | 100 | - | 151 |
| 25-49 | 100 | - | 150 |
| 25-54 | 100 | - | 150 |
| TEENS TOTAL | 200 | .01 | 134 |
| CHILD TOTAL | 100 | - | 149 |
| 6-11 | 100 | - | 142 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 500 | .01 | 137 |
| PERSONS 2+ | 1,900 | .01 | 137 |
| 18+ | 1,200 | .01 | 139 |
| 18-49 | 1,000 | .01 | 137 |
| 12-24 | 600 | .01 | 129 |
| 12-34 | 900 | .01 | 136 |
| 18-34 | 700 | .01 | 137 |
| WOMEN TOTAL | 500 | .01 | 139 |
| 18-49 | 500 | .01 | 138 |
| 12-24 | 300 | .01 | 125 |
| 18-34 | 300 | .01 | 136 |
| 25-49 | 300 | .01 | 139 |
| 25-54 | 300 | .01 | 141 |
| MEN TOTAL | 700 | .01 | 135 |
| 18-49 | 600 | .01 | 138 |
| 18-34 | 400 | .01 | 133 |
| 21-49 | 300 | .01 | 144 |
| 25-49 | 300 | .01 | 141 |
| 25-54 | 400 | .01 | 137 |
| TEENS TOTAL | 200 | .01 | 129 |
| CHILD TOTAL | 500 | .01 | 127 |
| 6-11 | 300 | .01 | 123 |

## FLINT-SAGINAW-BAY CITY

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 331,000 | .53 | 54 |
| PERSONS 2+ | 860,900 | .53 | 52 |
| 18+ | 640,800 | .51 | 54 |
| 18-49 | 421,500 | .50 | 56 |
| 12-24 | 169,000 | .54 | 50 |
| 12-34 | 310,000 | .51 | 54 |
| 18-34 | 227,300 | .48 | 56 |
| WOMEN TOTAL | 329,900 | .52 | 54 |
| 18-49 | 217,600 | .51 | 55 |
| 12-24 | 84,400 | .55 | 50 |
| 18-34 | 117,400 | .50 | 56 |
| 25-49 | 173,700 | .52 | 53 |
| 25-54 | 197,100 | .52 | 53 |
| MEN TOTAL | 300,900 | .50 | 55 |
| 18-49 | 203,900 | .49 | 57 |
| 18-34 | 109,900 | .48 | 57 |
| 21-49 | 185,600 | .49 | 57 |
| 25-49 | 161,500 | .49 | 57 |
| 25-54 | 183,900 | .50 | 55 |
| TEENS TOTAL | 52,700 | .62 | 44 |
| CHILD TOTAL | 137,400 | .55 | 47 |
| 6-11 | 83,500 | .56 | 46 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 42,800 | .55 | 49 |
| PERSONS 2+ | 117,800 | .53 | 51 |
| 18+ | 77,900 | .50 | 52 |
| 18-49 | 55,900 | .50 | 52 |
| 12-24 | 28,400 | .56 | 47 |
| 12-34 | 47,500 | .52 | 50 |
| 18-34 | 32,800 | .48 | 52 |
| WOMEN TOTAL | 43,700 | .51 | 51 |
| 18-49 | 32,200 | .53 | 49 |
| 12-24 | 14,800 | .58 | 48 |
| 18-34 | 18,600 | .52 | 50 |
| 25-49 | 24,800 | .53 | 48 |
| 25-54 | 27,400 | .53 | 49 |
| MEN TOTAL | 34,200 | .48 | 52 |
| 18-49 | 24,700 | .46 | 55 |
| 18-34 | 14,200 | .44 | 56 |
| 21-49 | 21,800 | .46 | 55 |
| 25-49 | 18,400 | .46 | 54 |
| 25-54 | 20,600 | .47 | 54 |
| TEENS TOTAL | 14,700 | .65 | 44 |
| CHILD TOTAL | 24,900 | .61 | 48 |
| 6-11 | 15,000 | .63 | 46 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 8,000 | .16 | 56 |
| PERSONS 2+ | 26,700 | .15 | 54 |
| 18+ | 15,600 | .14 | 57 |
| 18-49 | 12,700 | .13 | 58 |
| 12-24 | 6,800 | .16 | 54 |
| 12-34 | 11,000 | .14 | 56 |
| 18-34 | 7,400 | .12 | 60 |
| WOMEN TOTAL | 8,600 | .14 | 55 |
| 18-49 | 6,400 | .14 | 55 |
| 12-24 | 3,400 | .17 | 53 |
| 18-34 | 3,800 | .13 | 59 |
| 25-49 | 4,800 | .14 | 55 |
| 25-54 | 5,200 | .14 | 56 |
| MEN TOTAL | 8,000 | .13 | 58 |
| 18-49 | 6,300 | .13 | 58 |
| 18-34 | 3,600 | .11 | 64 |
| 21-49 | 5,500 | .12 | 59 |
| 25-49 | 4,700 | .13 | 58 |
| 25-54 | 5,200 | .13 | 58 |
| TEENS TOTAL | 3,600 | .19 | 51 |
| CHILD TOTAL | 6,500 | .18 | 53 |
| 6-11 | 3,700 | .18 | 52 |

# METRO MARKETS POPULATION SUMMARY

## FT. SMITH

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 165,300 | .26 | 89 | 3,400 | .04 | 119 | 1,500 | .03 | 109 |
| PERSONS 2+ | 423,500 | .26 | 92 | 9,600 | .04 | 120 | 5,500 | .03 | 106 |
| 18+ | 321,600 | .26 | 92 | 6,600 | .04 | 120 | 3,500 | .03 | 108 |
| 18-49 | 201,300 | .24 | 95 | 4,800 | .04 | 120 | 2,700 | .03 | 109 |
| 12-24 | 83,100 | .27 | 90 | 2,500 | .05 | 120 | 1,500 | .03 | 102 |
| 12-34 | 149,800 | .25 | 92 | 4,400 | .05 | 120 | 2,600 | .03 | 107 |
| 18-34 | 111,600 | .24 | 92 | 3,300 | .05 | 118 | 1,800 | .03 | 112 |
| WOMEN TOTAL | 167,500 | .25 | 90 | 3,400 | .04 | 118 | 1,500 | .02 | 110 |
| 18-49 | 100,800 | .24 | 97 | 2,400 | .04 | 118 | 1,200 | .03 | 110 |
| 12-24 | 40,400 | .26 | 93 | 1,200 | .05 | 117 | 700 | .03 | 98 |
| 18-34 | 55,400 | .24 | 98 | 1,600 | .04 | 118 | 600 | .02 | 114 |
| 25-49 | 78,600 | .23 | 96 | 1,600 | .03 | 120 | 900 | .03 | 109 |
| 25-54 | 89,700 | .24 | 94 | 1,700 | .03 | 120 | 900 | .02 | 109 |
| MEN TOTAL | 154,100 | .26 | 90 | 3,200 | .05 | 123 | 2,000 | .03 | 107 |
| 18-49 | 100,500 | .24 | 95 | 2,400 | .05 | 121 | 1,500 | .03 | 110 |
| 18-34 | 56,400 | .24 | 92 | 1,700 | .05 | 119 | 1,200 | .04 | 103 |
| 21-49 | 91,000 | .24 | 95 | 2,200 | .05 | 121 | 1,300 | .03 | 110 |
| 25-49 | 77,600 | .24 | 95 | 1,800 | .05 | 121 | 1,100 | .03 | 109 |
| 25-54 | 88,300 | .24 | 95 | 2,000 | .05 | 121 | 1,200 | .03 | 109 |
| TEENS TOTAL | 38,000 | .28 | 87 | 1,100 | .05 | 117 | 800 | .04 | 86 |
| CHILD TOTAL | 63,900 | .26 | 89 | 1,900 | .05 | 120 | 1,200 | .03 | 100 |
| 6-11 | 38,700 | .27 | 89 | 1,000 | .04 | 120 | 800 | .04 | 94 |

## FT. WAYNE (ANGOLA)

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 169,100 | .27 | 85 | 10,300 | .13 | 96 | 2,300 | .05 | 87 |
| PERSONS 2+ | 442,300 | .27 | 87 | 29,500 | .13 | 97 | 7,300 | .04 | 93 |
| 18+ | 327,500 | .26 | 88 | 19,000 | .12 | 97 | 4,500 | .04 | 100 |
| 18-49 | 215,400 | .26 | 88 | 14,400 | .13 | 98 | 3,700 | .04 | 99 |
| 12-24 | 83,800 | .27 | 89 | 7,300 | .15 | 98 | 1,900 | .04 | 92 |
| 12-34 | 159,400 | .26 | 88 | 12,400 | .14 | 97 | 3,500 | .04 | 91 |
| 18-34 | 118,000 | .25 | 89 | 8,500 | .12 | 98 | 2,400 | .04 | 96 |
| WOMEN TOTAL | 172,000 | .26 | 88 | 10,400 | .12 | 95 | 2,300 | .04 | 94 |
| 18-49 | 108,500 | .26 | 88 | 7,800 | .13 | 94 | 1,900 | .04 | 88 |
| 12-24 | 41,400 | .27 | 89 | 3,800 | .15 | 94 | 900 | .04 | 87 |
| 18-34 | 59,300 | .25 | 89 | 4,600 | .13 | 98 | 1,300 | .05 | 85 |
| 25-49 | 87,200 | .26 | 85 | 6,000 | .13 | 93 | 1,500 | .04 | 82 |
| 25-54 | 98,000 | .26 | 85 | 6,600 | .13 | 93 | 1,600 | .04 | 83 |
| MEN TOTAL | 155,500 | .26 | 89 | 8,600 | .12 | 99 | 2,200 | .04 | 102 |
| 18-49 | 106,900 | .26 | 87 | 6,600 | .12 | 100 | 1,800 | .04 | 104 |
| 18-34 | 58,700 | .25 | 90 | 3,900 | .12 | 99 | 1,100 | .03 | 107 |
| 21-49 | 98,100 | .26 | 86 | 5,800 | .12 | 99 | 1,600 | .04 | 103 |
| 25-49 | 85,800 | .26 | 85 | 5,000 | .13 | 98 | 1,400 | .04 | 97 |
| 25-54 | 96,000 | .26 | 85 | 5,600 | .13 | 98 | 1,500 | .04 | 97 |
| TEENS TOTAL | 41,400 | .31 | 82 | 3,900 | .17 | 87 | 1,100 | .06 | 74 |
| CHILD TOTAL | 73,400 | .30 | 81 | 6,600 | .16 | 93 | 1,700 | .05 | 82 |
| 6-11 | 44,200 | .31 | 82 | 4,000 | .17 | 91 | 1,000 | .05 | 80 |

## FRESNO-VISALIA (HANFORD)

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 223,500 | .36 | 68 | 10,700 | .14 | 93 | 61,600 | 1.23 | 17 |
| PERSONS 2+ | 650,100 | .40 | 62 | 30,900 | .14 | 93 | 232,700 | 1.32 | 16 |
| 18+ | 463,200 | .37 | 66 | 20,500 | .13 | 94 | 149,700 | 1.23 | 17 |
| 18-49 | 318,500 | .38 | 63 | 14,900 | .13 | 95 | 119,500 | 1.25 | 16 |
| 12-24 | 135,700 | .44 | 60 | 7,600 | .15 | 95 | 59,100 | 1.36 | 14 |
| 12-34 | 247,500 | .41 | 63 | 13,100 | .14 | 95 | 104,700 | 1.31 | 16 |
| 18-34 | 185,400 | .39 | 63 | 9,500 | .14 | 95 | 77,300 | 1.26 | 16 |
| WOMEN TOTAL | 237,300 | .36 | 67 | 10,800 | .13 | 94 | 70,700 | 1.17 | 17 |
| 18-49 | 157,100 | .37 | 64 | 7,700 | .13 | 96 | 55,100 | 1.20 | 17 |
| 12-24 | 65,100 | .43 | 63 | 3,700 | .15 | 96 | 27,600 | 1.33 | 15 |
| 18-34 | 90,400 | .38 | 65 | 4,800 | .13 | 95 | 35,100 | 1.22 | 18 |
| 25-49 | 121,900 | .36 | 64 | 5,700 | .12 | 95 | 40,900 | 1.19 | 17 |
| 25-54 | 136,900 | .36 | 65 | 6,300 | .12 | 95 | 44,400 | 1.17 | 17 |
| MEN TOTAL | 225,900 | .38 | 63 | 9,700 | .14 | 96 | 79,000 | 1.29 | 16 |
| 18-49 | 161,400 | .39 | 63 | 7,200 | .14 | 95 | 64,400 | 1.30 | 16 |
| 18-34 | 95,000 | .40 | 62 | 4,700 | .14 | 96 | 42,200 | 1.30 | 15 |
| 21-49 | 146,300 | .38 | 63 | 6,300 | .13 | 96 | 57,600 | 1.29 | 16 |
| 25-49 | 123,000 | .37 | 63 | 5,200 | .13 | 96 | 46,900 | 1.29 | 16 |
| 25-54 | 136,600 | .37 | 62 | 5,700 | .13 | 95 | 50,700 | 1.28 | 16 |
| TEENS TOTAL | 62,100 | .46 | 59 | 3,600 | .16 | 95 | 27,400 | 1.46 | 14 |
| CHILD TOTAL | 124,800 | .51 | 54 | 6,800 | .17 | 92 | 55,600 | 1.55 | 14 |
| 6-11 | 73,700 | .52 | 54 | 3,800 | .16 | 93 | 32,600 | 1.58 | 14 |

# METRO MARKETS POPULATION SUMMARY

## GRAND JUNCTION-DURANGO

| TV HOUSEHOLDS | 36,300 | .06 | 153 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 90,000 | .06 | 154 |
| 18+ | 67,700 | .05 | 154 |
| 18-49 | 41,600 | .05 | 154 |
| 12-24 | 16,000 | .05 | 153 |
| 12-34 | 29,400 | .05 | 154 |
| 18-34 | 21,300 | .05 | 154 |
| WOMEN TOTAL | 35,400 | .05 | 154 |
| 18-49 | 21,200 | .05 | 154 |
| 12-24 | 7,900 | .05 | 153 |
| 18-34 | 10,900 | .05 | 154 |
| 25-49 | 17,200 | .05 | 154 |
| 25-54 | 19,400 | .05 | 154 |
| MEN TOTAL | 32,300 | .05 | 153 |
| 18-49 | 20,400 | .05 | 154 |
| 18-34 | 10,400 | .04 | 154 |
| 21-49 | 18,600 | .05 | 154 |
| 25-49 | 16,500 | .05 | 154 |
| 25-54 | 18,700 | .05 | 154 |
| TEENS TOTAL | 8,100 | .06 | 153 |
| CHILD TOTAL | 14,200 | .06 | 154 |
| 6-11 | 8,800 | .06 | 154 |

| TV HOUSEHOLDS | 100 | - | 152 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 400 | - | 152 |
| 18+ | 200 | - | 151 |
| 18-49 | 200 | - | 151 |
| 12-24 | 100 | - | 152 |
| 12-34 | 300 | - | 150 |
| 18-34 | 200 | - | 148 |
| WOMEN TOTAL | 100 | - | 148 |
| 18-49 | 100 | - | 147 |
| 12-24 | | | 150 |
| 18-34 | 100 | - | 142 |
| 25-49 | 100 | - | 145 |
| 25-54 | 100 | - | 146 |
| MEN TOTAL | 100 | - | 154 |
| 18-49 | 100 | - | 154 |
| 18-34 | 100 | - | 151 |
| 21-49 | 100 | - | 151 |
| 25-49 | 100 | - | 150 |
| 25-54 | 100 | - | 150 |
| TEENS TOTAL | 100 | - | 147 |
| CHILD TOTAL | 100 | - | 149 |
| 6-11 | | | 149 |

| TV HOUSEHOLDS | 2,300 | .05 | 87 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 7,500 | .04 | 87 |
| 18+ | 4,900 | .04 | 95 |
| 18-49 | 3,700 | .04 | 99 |
| 12-24 | 1,700 | .04 | 97 |
| 12-34 | 3,100 | .04 | 100 |
| 18-34 | 2,200 | .04 | 103 |
| WOMEN TOTAL | 2,500 | .04 | 87 |
| 18-49 | 1,800 | .04 | 94 |
| 12-24 | 800 | .04 | 93 |
| 18-34 | 1,100 | .04 | 96 |
| 25-49 | 1,400 | .04 | 89 |
| 25-54 | 1,600 | .04 | 83 |
| MEN TOTAL | 2,400 | .04 | 99 |
| 18-49 | 1,900 | .04 | 100 |
| 18-34 | 1,100 | .03 | 107 |
| 21-49 | 1,700 | .04 | 98 |
| 25-49 | 1,500 | .04 | 94 |
| 25-54 | 1,600 | .04 | 93 |
| TEENS TOTAL | 900 | .05 | 80 |
| CHILD TOTAL | 1,700 | .05 | 82 |
| 6-11 | 1,000 | .05 | 80 |

## GRAND RAPIDS-KALAMAZOO-BATTLE CREEK (MUSKEGON)

| TV HOUSEHOLDS | 458,500 | .73 | 37 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 1,225,900 | .75 | 37 |
| 18+ | 915,000 | .73 | 37 |
| 18-49 | 620,100 | .74 | 37 |
| 12-24 | 245,400 | .79 | 37 |
| 12-34 | 459,300 | .76 | 37 |
| 18-34 | 352,200 | .74 | 37 |
| WOMEN TOTAL | 478,700 | .73 | 37 |
| 18-49 | 314,000 | .74 | 37 |
| 12-24 | 122,300 | .80 | 37 |
| 18-34 | 178,400 | .76 | 37 |
| 25-49 | 243,700 | .73 | 38 |
| 25-54 | 273,100 | .72 | 38 |
| MEN TOTAL | 436,300 | .73 | 37 |
| 18-49 | 306,100 | .73 | 37 |
| 18-34 | 173,800 | .73 | 37 |
| 21-49 | 277,600 | .73 | 37 |
| 25-49 | 238,100 | .72 | 37 |
| 25-54 | 268,300 | .72 | 37 |
| TEENS TOTAL | 107,100 | .80 | 37 |
| CHILD TOTAL | 203,800 | .84 | 33 |
| 6-11 | 120,500 | .84 | 33 |

| TV HOUSEHOLDS | 27,600 | .35 | 64 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 78,900 | .36 | 64 |
| 18+ | 52,400 | .33 | 65 |
| 18-49 | 39,100 | .34 | 64 |
| 12-24 | 19,800 | .39 | 62 |
| 12-34 | 33,700 | .37 | 64 |
| 18-34 | 24,200 | .35 | 65 |
| WOMEN TOTAL | 28,400 | .33 | 63 |
| 18-49 | 20,800 | .34 | 63 |
| 12-24 | 10,000 | .39 | 60 |
| 18-34 | 13,000 | .36 | 64 |
| 25-49 | 15,300 | .33 | 64 |
| 25-54 | 16,900 | .33 | 64 |
| MEN TOTAL | 24,000 | .34 | 66 |
| 18-49 | 18,300 | .34 | 67 |
| 18-34 | 11,200 | .34 | 68 |
| 21-49 | 16,200 | .34 | 67 |
| 25-49 | 13,500 | .34 | 67 |
| 25-54 | 14,800 | .34 | 67 |
| TEENS TOTAL | 9,500 | .42 | 61 |
| CHILD TOTAL | 17,000 | .42 | 62 |
| 6-11 | 9,800 | .41 | 63 |

| TV HOUSEHOLDS | 9,400 | .19 | 50 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 35,000 | .20 | 47 |
| 18+ | 21,700 | .18 | 50 |
| 18-49 | 17,900 | .19 | 49 |
| 12-24 | 9,300 | .21 | 47 |
| 12-34 | 15,900 | .20 | 49 |
| 18-34 | 11,700 | .19 | 49 |
| WOMEN TOTAL | 10,400 | .17 | 49 |
| 18-49 | 8,500 | .18 | 48 |
| 12-24 | 4,500 | .22 | 46 |
| 18-34 | 5,600 | .20 | 48 |
| 25-49 | 6,000 | .17 | 49 |
| 25-54 | 6,400 | .17 | 50 |
| MEN TOTAL | 11,300 | .18 | 50 |
| 18-49 | 9,400 | .19 | 49 |
| 18-34 | 6,100 | .19 | 49 |
| 21-49 | 8,400 | .19 | 49 |
| 25-49 | 6,800 | .19 | 49 |
| 25-54 | 7,400 | .19 | 49 |
| TEENS TOTAL | 4,200 | .22 | 47 |
| CHILD TOTAL | 9,100 | .25 | 46 |
| 6-11 | 5,300 | .26 | 46 |

## GREAT FALLS

| TV HOUSEHOLDS | 29,600 | .05 | 156 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 74,100 | .05 | 156 |
| 18+ | 55,400 | .04 | 156 |
| 18-49 | 35,500 | .04 | 156 |
| 12-24 | 13,200 | .04 | 156 |
| 12-34 | 25,800 | .04 | 156 |
| 18-34 | 19,400 | .04 | 156 |
| WOMEN TOTAL | 28,600 | .04 | 156 |
| 18-49 | 17,700 | .04 | 156 |
| 12-24 | 6,400 | .04 | 156 |
| 18-34 | 9,600 | .04 | 156 |
| 25-49 | 14,400 | .04 | 156 |
| 25-54 | 16,400 | .04 | 156 |
| MEN TOTAL | 26,800 | .04 | 156 |
| 18-49 | 17,800 | .04 | 156 |
| 18-34 | 9,800 | .04 | 156 |
| 21-49 | 16,400 | .04 | 156 |
| 25-49 | 14,300 | .04 | 156 |
| 25-54 | 16,200 | .04 | 156 |
| TEENS TOTAL | 6,400 | .05 | 156 |
| CHILD TOTAL | 12,300 | .05 | 156 |
| 6-11 | 7,200 | .05 | 156 |

| TV HOUSEHOLDS | 300 | - | 143 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 1,000 | - | 145 |
| 18+ | 600 | - | 145 |
| 18-49 | 500 | - | 145 |
| 12-24 | 300 | .01 | 145 |
| 12-34 | 600 | .01 | 142 |
| 18-34 | 400 | .01 | 142 |
| WOMEN TOTAL | 200 | - | 142 |
| 18-49 | 200 | - | 141 |
| 12-24 | 100 | - | 142 |
| 18-34 | 100 | - | 142 |
| 25-49 | 200 | - | 138 |
| 25-54 | 200 | - | 140 |
| MEN TOTAL | 400 | .01 | 144 |
| 18-49 | 300 | .01 | 145 |
| 18-34 | 300 | .01 | 140 |
| 21-49 | 300 | .01 | 145 |
| 25-49 | 200 | .01 | 145 |
| 25-54 | 300 | .01 | 141 |
| TEENS TOTAL | 200 | .01 | 134 |
| CHILD TOTAL | 200 | - | 145 |
| 6-11 | | | 149 |

| TV HOUSEHOLDS | 400 | .01 | 142 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 1,300 | .01 | 146 |
| 18+ | 800 | .01 | 146 |
| 18-49 | 600 | .01 | 147 |
| 12-24 | 400 | .01 | 139 |
| 12-34 | 600 | .01 | 144 |
| 18-34 | 400 | .01 | 146 |
| WOMEN TOTAL | 400 | .01 | 145 |
| 18-49 | 300 | .01 | 145 |
| 12-24 | 200 | .01 | 138 |
| 18-34 | 200 | .01 | 144 |
| 25-49 | 200 | .01 | 145 |
| 25-54 | 200 | .01 | 146 |
| MEN TOTAL | 400 | .01 | 147 |
| 18-49 | 300 | .01 | 147 |
| 18-34 | 200 | .01 | 147 |
| 21-49 | 300 | .01 | 144 |
| 25-49 | 200 | .01 | 148 |
| 25-54 | 300 | .01 | 144 |
| TEENS TOTAL | 200 | .01 | 129 |
| CHILD TOTAL | 300 | .01 | 143 |
| 6-11 | 200 | .01 | 138 |

# METRO MARKETS POPULATION SUMMARY

## GREEN BAY-APPLETON (SURING)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 124,700 | .20 | 107 |
| PERSONS 2+ | 328,600 | .20 | 107 |
| 18+ | 245,400 | .20 | 107 |
| 18-49 | 168,100 | .20 | 103 |
| 12-24 | 64,400 | .21 | 106 |
| 12-34 | 124,500 | .21 | 104 |
| 18-34 | 95,100 | .20 | 105 |
| WOMEN TOTAL | 127,100 | .19 | 107 |
| 18-49 | 84,200 | .20 | 104 |
| 12-24 | 31,900 | .21 | 106 |
| 18-34 | 47,600 | .20 | 104 |
| 25-49 | 66,500 | .20 | 102 |
| 25-54 | 74,100 | .20 | 102 |
| MEN TOTAL | 118,300 | .20 | 106 |
| 18-49 | 83,900 | .20 | 103 |
| 18-34 | 47,500 | .20 | 105 |
| 21-49 | 77,100 | .20 | 102 |
| 25-49 | 66,600 | .20 | 102 |
| 25-54 | 74,200 | .20 | 102 |
| TEENS TOTAL | 29,400 | .22 | 105 |
| CHILD TOTAL | 54,000 | .22 | 102 |
| 6-11 | 32,000 | .22 | 103 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 200 | - | 148 |
| PERSONS 2+ | 1,200 | .01 | 142 |
| 18+ | 700 | - | 143 |
| 18-49 | 700 | .01 | 140 |
| 12-24 | 500 | .01 | 136 |
| 12-34 | 800 | .01 | 139 |
| 18-34 | 600 | .01 | 139 |
| WOMEN TOTAL | 100 | - | 148 |
| 18-49 | 100 | - | 147 |
| 12-24 | | | 150 |
| 18-34 | 100 | - | 142 |
| 25-49 | 100 | - | 145 |
| 25-54 | 100 | - | 146 |
| MEN TOTAL | 600 | .01 | 140 |
| 18-49 | 600 | .01 | 137 |
| 18-34 | 500 | .02 | 135 |
| 21-49 | 500 | .01 | 137 |
| 25-49 | 300 | .01 | 140 |
| 25-54 | 300 | .01 | 141 |
| TEENS TOTAL | 200 | .01 | 134 |
| CHILD TOTAL | 300 | .01 | 141 |
| 6-11 | 200 | .01 | 139 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 700 | .01 | 129 |
| PERSONS 2+ | 2,400 | .01 | 129 |
| 18+ | 1,400 | .01 | 135 |
| 18-49 | 1,300 | .01 | 132 |
| 12-24 | 700 | .02 | 127 |
| 12-34 | 1,200 | .01 | 129 |
| 18-34 | 900 | .01 | 128 |
| WOMEN TOTAL | 700 | .01 | 132 |
| 18-49 | 600 | .01 | 131 |
| 12-24 | 300 | .01 | 125 |
| 18-34 | 400 | .01 | 130 |
| 25-49 | 400 | .01 | 132 |
| 25-54 | 400 | .01 | 133 |
| MEN TOTAL | 700 | .01 | 135 |
| 18-49 | 700 | .01 | 129 |
| 18-34 | 500 | .02 | 124 |
| 21-49 | 600 | .01 | 129 |
| 25-49 | 500 | .01 | 129 |
| 25-54 | 500 | .01 | 132 |
| TEENS TOTAL | 300 | .02 | 120 |
| CHILD TOTAL | 700 | .02 | 116 |
| 6-11 | 300 | .01 | 123 |

## GREENSBORO-WINSTON SALEM-HIGH POINT (BURLINGTON, NC)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 377,100 | .60 | 45 |
| PERSONS 2+ | 927,000 | .57 | 48 |
| 18+ | 732,300 | .58 | 45 |
| 18-49 | 479,800 | .57 | 46 |
| 12-24 | 177,300 | .57 | 47 |
| 12-34 | 337,700 | .56 | 48 |
| 18-34 | 264,200 | .56 | 48 |
| WOMEN TOTAL | 389,600 | .59 | 45 |
| 18-49 | 245,900 | .58 | 44 |
| 12-24 | 89,600 | .59 | 46 |
| 18-34 | 134,800 | .57 | 45 |
| 25-49 | 192,300 | .57 | 46 |
| 25-54 | 218,300 | .58 | 45 |
| MEN TOTAL | 342,700 | .57 | 46 |
| 18-49 | 233,900 | .56 | 48 |
| 18-34 | 129,400 | .54 | 49 |
| 21-49 | 212,800 | .56 | 47 |
| 25-49 | 183,700 | .56 | 47 |
| 25-54 | 208,100 | .57 | 45 |
| TEENS TOTAL | 73,500 | .55 | 52 |
| CHILD TOTAL | 121,200 | .50 | 56 |
| 6-11 | 71,300 | .50 | 56 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 55,800 | .86 | 25 |
| PERSONS 2+ | 178,300 | .81 | 30 |
| 18+ | 132,100 | .84 | 25 |
| 18-49 | 96,500 | .85 | 24 |
| 12-24 | 44,500 | .88 | 24 |
| 12-34 | 77,000 | .84 | 26 |
| 18-34 | 59,500 | .87 | 25 |
| WOMEN TOTAL | 73,700 | .86 | 23 |
| 18-49 | 52,400 | .86 | 24 |
| 12-24 | 23,300 | .92 | 24 |
| 18-34 | 32,300 | .90 | 24 |
| 25-49 | 37,600 | .81 | 26 |
| 25-54 | 41,800 | .81 | 26 |
| MEN TOTAL | 58,400 | .82 | 26 |
| 18-49 | 44,100 | .83 | 26 |
| 18-34 | 27,200 | .83 | 25 |
| 21-49 | 38,800 | .82 | 26 |
| 25-49 | 31,900 | .80 | 26 |
| 25-54 | 35,300 | .80 | 26 |
| TEENS TOTAL | 17,500 | .77 | 32 |
| CHILD TOTAL | 28,700 | .70 | 37 |
| 6-11 | 16,400 | .69 | 38 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,200 | .04 | 94 |
| PERSONS 2+ | 7,100 | .04 | 97 |
| 18+ | 5,300 | .04 | 86 |
| 18-49 | 4,200 | .04 | 91 |
| 12-24 | 1,700 | .04 | 97 |
| 12-34 | 3,400 | .04 | 94 |
| 18-34 | 2,800 | .05 | 89 |
| WOMEN TOTAL | 2,300 | .04 | 94 |
| 18-49 | 1,900 | .04 | 88 |
| 12-24 | 700 | .03 | 98 |
| 18-34 | 1,200 | .04 | 91 |
| 25-49 | 1,500 | .04 | 82 |
| 25-54 | 1,600 | .04 | 83 |
| MEN TOTAL | 3,000 | .05 | 86 |
| 18-49 | 2,300 | .05 | 90 |
| 18-34 | 1,600 | .05 | 89 |
| 21-49 | 2,000 | .04 | 90 |
| 25-49 | 1,600 | .04 | 90 |
| 25-54 | 2,000 | .05 | 83 |
| TEENS TOTAL | 600 | .03 | 101 |
| CHILD TOTAL | 1,200 | .03 | 100 |
| 6-11 | 600 | .03 | 107 |

## GREENVILLE-NEW BERN-WASHINGTON (MOREHEAD CITY)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 118,100 | .19 | 110 |
| PERSONS 2+ | 307,700 | .19 | 110 |
| 18+ | 235,400 | .19 | 110 |
| 18-49 | 156,100 | .19 | 110 |
| 12-24 | 67,300 | .22 | 105 |
| 12-34 | 119,000 | .20 | 108 |
| 18-34 | 91,900 | .19 | 106 |
| WOMEN TOTAL | 124,900 | .19 | 109 |
| 18-49 | 79,000 | .19 | 109 |
| 12-24 | 32,800 | .21 | 105 |
| 18-34 | 46,000 | .20 | 107 |
| 25-49 | 59,400 | .18 | 111 |
| 25-54 | 67,200 | .18 | 111 |
| MEN TOTAL | 110,600 | .18 | 111 |
| 18-49 | 77,100 | .18 | 110 |
| 18-34 | 45,900 | .19 | 106 |
| 21-49 | 68,500 | .18 | 112 |
| 25-49 | 56,500 | .17 | 115 |
| 25-54 | 63,700 | .17 | 114 |
| TEENS TOTAL | 27,100 | .20 | 108 |
| CHILD TOTAL | 45,200 | .19 | 113 |
| 6-11 | 26,900 | .19 | 115 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 34,600 | .45 | 54 |
| PERSONS 2+ | 99,300 | .45 | 54 |
| 18+ | 69,600 | .44 | 53 |
| 18-49 | 47,100 | .41 | 57 |
| 12-24 | 23,400 | .47 | 56 |
| 12-34 | 39,800 | .44 | 57 |
| 18-34 | 28,000 | .41 | 59 |
| WOMEN TOTAL | 39,100 | .46 | 52 |
| 18-49 | 25,400 | .42 | 56 |
| 12-24 | 11,900 | .47 | 55 |
| 18-34 | 14,900 | .42 | 58 |
| 25-49 | 19,500 | .42 | 56 |
| 25-54 | 21,700 | .42 | 54 |
| MEN TOTAL | 30,600 | .43 | 55 |
| 18-49 | 21,700 | .41 | 59 |
| 18-34 | 13,100 | .40 | 61 |
| 21-49 | 19,000 | .40 | 59 |
| 25-49 | 16,000 | .40 | 57 |
| 25-54 | 17,800 | .40 | 57 |
| TEENS TOTAL | 11,800 | .52 | 51 |
| CHILD TOTAL | 17,900 | .44 | 58 |
| 6-11 | 10,900 | .46 | 57 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,000 | .02 | 116 |
| PERSONS 2+ | 3,600 | .02 | 117 |
| 18+ | 2,500 | .02 | 119 |
| 18-49 | 2,300 | .02 | 114 |
| 12-24 | 1,500 | .03 | 102 |
| 12-34 | 2,200 | .03 | 111 |
| 18-34 | 1,900 | .03 | 109 |
| WOMEN TOTAL | 1,000 | .02 | 117 |
| 18-49 | 900 | .02 | 116 |
| 12-24 | 600 | .03 | 107 |
| 18-34 | 600 | .02 | 114 |
| 25-49 | 500 | .01 | 121 |
| 25-54 | 500 | .01 | 125 |
| MEN TOTAL | 1,500 | .02 | 113 |
| 18-49 | 1,400 | .03 | 111 |
| 18-34 | 1,300 | .04 | 98 |
| 21-49 | 1,100 | .02 | 115 |
| 25-49 | 600 | .02 | 123 |
| 25-54 | 700 | .02 | 123 |
| TEENS TOTAL | 300 | .02 | 120 |
| CHILD TOTAL | 800 | .02 | 113 |
| 6-11 | 400 | .02 | 114 |

# METRO MARKETS POPULATION SUMMARY

## GREENVILLE-SPARTANBURG-ASHEVILLE (TOCCOA)

| TV HOUSEHOLDS | 413,800 | .66 | 42 |
|---|---|---|---|

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 1,045,500 | .64 | 42 |
| 18+ | 817,900 | .65 | 42 |
| 18-49 | 515,700 | .61 | 42 |
| 12-24 | 200,500 | .64 | 41 |
| 12-34 | 365,300 | .60 | 43 |
| 18-34 | 279,000 | .59 | 43 |
| WOMEN TOTAL | 432,600 | .66 | 42 |
| 18-49 | 260,600 | .62 | 42 |
| 12-24 | 99,100 | .65 | 41 |
| 18-34 | 139,600 | .59 | 44 |
| 25-49 | 203,800 | .61 | 42 |
| 25-54 | 233,100 | .62 | 42 |
| MEN TOTAL | 385,300 | .64 | 42 |
| 18-49 | 255,100 | .61 | 41 |
| 18-34 | 139,400 | .59 | 44 |
| 21-49 | 230,100 | .60 | 42 |
| 25-49 | 197,700 | .60 | 43 |
| 25-54 | 225,000 | .61 | 43 |
| TEENS TOTAL | 86,300 | .66 | 42 |
| CHILD TOTAL | 141,300 | .58 | 46 |
| 6-11 | 84,500 | .59 | 45 |

| TV HOUSEHOLDS | 52,500 | .67 | 36 |
|---|---|---|---|

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 149,300 | .68 | 39 |
| 18+ | 106,700 | .68 | 38 |
| 18-49 | 75,400 | .66 | 40 |
| 12-24 | 34,500 | .69 | 41 |
| 12-34 | 60,000 | .66 | 41 |
| 18-34 | 44,100 | .64 | 41 |
| WOMEN TOTAL | 58,900 | .69 | 37 |
| 18-49 | 40,100 | .66 | 38 |
| 12-24 | 17,500 | .69 | 39 |
| 18-34 | 23,100 | .64 | 40 |
| 25-49 | 30,400 | .65 | 38 |
| 25-54 | 33,700 | .65 | 38 |
| MEN TOTAL | 47,800 | .67 | 38 |
| 18-49 | 35,300 | .66 | 41 |
| 18-34 | 21,000 | .64 | 43 |
| 21-49 | 31,200 | .66 | 41 |
| 25-49 | 26,400 | .66 | 39 |
| 25-54 | 29,300 | .66 | 36 |
| TEENS TOTAL | 15,900 | .70 | 37 |
| CHILD TOTAL | 26,700 | .65 | 43 |
| 6-11 | 16,000 | .67 | 41 |

| TV HOUSEHOLDS | 2,400 | .05 | 84 |
|---|---|---|---|

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 7,500 | .04 | 87 |
| 18+ | 5,300 | .04 | 86 |
| 18-49 | 4,400 | .05 | 86 |
| 12-24 | 1,900 | .04 | 92 |
| 12-34 | 3,500 | .04 | 91 |
| 18-34 | 2,800 | .05 | 89 |
| WOMEN TOTAL | 2,500 | .04 | 87 |
| 18-49 | 2,000 | .04 | 85 |
| 12-24 | 900 | .04 | 87 |
| 18-34 | 1,200 | .04 | 91 |
| 25-49 | 1,400 | .04 | 89 |
| 25-54 | 1,500 | .04 | 91 |
| MEN TOTAL | 2,800 | .05 | 88 |
| 18-49 | 2,400 | .05 | 89 |
| 18-34 | 1,600 | .05 | 89 |
| 21-49 | 2,200 | .05 | 85 |
| 25-49 | 1,800 | .05 | 84 |
| 25-54 | 1,900 | .05 | 85 |
| TEENS TOTAL | 700 | .04 | 94 |
| CHILD TOTAL | 1,500 | .04 | 92 |
| 6-11 | 900 | .04 | 87 |

## HARRISBURG-YORK-LANCASTER-LEBANON

| TV HOUSEHOLDS | 535,500 | .86 | 30 |
|---|---|---|---|

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 1,385,600 | .85 | 30 |
| 18+ | 1,074,800 | .85 | 29 |
| 18-49 | 685,300 | .81 | 34 |
| 12-24 | 253,900 | .82 | 36 |
| 12-34 | 484,600 | .80 | 36 |
| 18-34 | 372,800 | .79 | 36 |
| WOMEN TOTAL | 583,000 | .86 | 30 |
| 18-49 | 344,900 | .82 | 34 |
| 12-24 | 126,600 | .83 | 36 |
| 18-34 | 187,700 | .80 | 35 |
| 25-49 | 27[illegible],100 | .81 | 33 |
| 25-54 | 309,000 | .82 | 33 |
| MEN TOTAL | 511,800 | .85 | 29 |
| 18-49 | 340,400 | .81 | 30 |
| 18-34 | 185,100 | .78 | 36 |
| 21-49 | 310,800 | .81 | 31 |
| 25-49 | 270,100 | .82 | 30 |
| 25-54 | 304,700 | .83 | 30 |
| TEENS TOTAL | 111,800 | .84 | 33 |
| CHILD TOTAL | 199,000 | .82 | 36 |
| 6-11 | 118,100 | .83 | 34 |

| TV HOUSEHOLDS | 20,400 | .26 | 74 |
|---|---|---|---|

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 58,300 | .26 | 73 |
| 18+ | 40,700 | .26 | 72 |
| 18-49 | 30,100 | .26 | 72 |
| 12-24 | 13,500 | .27 | 73 |
| 12-34 | 24,100 | .26 | 72 |
| 18-34 | 18,200 | .27 | 71 |
| WOMEN TOTAL | 21,300 | .25 | 75 |
| 18-49 | 15,300 | .25 | 72 |
| 12-24 | 6,700 | .26 | 75 |
| 18-34 | 9,200 | .26 | 73 |
| 25-49 | 11,400 | .25 | 73 |
| 25-54 | 12,700 | .26 | 73 |
| MEN TOTAL | 19,400 | .27 | 72 |
| 18-49 | 14,800 | .28 | 70 |
| 18-34 | 9,000 | .28 | 70 |
| 21-49 | 13,100 | .28 | 71 |
| 25-49 | 11,100 | .28 | 70 |
| 25-54 | 12,100 | .27 | 71 |
| TEENS TOTAL | 5,900 | .26 | 79 |
| CHILD TOTAL | 11,700 | .23 | 71 |
| 6-11 | 6,700 | .2[illegible] | 74 |

| TV HOUSEHOLDS | 9,400 | .19 | 50 |
|---|---|---|---|

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 33,000 | .19 | 49 |
| 18+ | 20,600 | .17 | 51 |
| 18-49 | 16,700 | .17 | 51 |
| 12-24 | 8,700 | .20 | 50 |
| 12-34 | 14,900 | .19 | 50 |
| 18-34 | 10,900 | .18 | 51 |
| WOMEN TOTAL | 10,200 | .17 | 51 |
| 18-49 | 8,200 | .18 | 50 |
| 12-24 | 4,300 | .21 | 49 |
| 18-34 | 5,300 | .18 | 50 |
| 25-49 | 5,800 | .17 | 51 |
| 25-54 | 6,400 | .17 | 50 |
| MEN TOTAL | 10,400 | .17 | 51 |
| 18-49 | 8,500 | .17 | 52 |
| 18-34 | 5,600 | .17 | 52 |
| 21-49 | 7,500 | .17 | 51 |
| 25-49 | 6,200 | .17 | 51 |
| 25-54 | 6,800 | .17 | 51 |
| TEENS TOTAL | 4,000 | .21 | 48 |
| CHILD TOTAL | 8,400 | .23 | 48 |
| 6-11 | 4,600 | .22 | 49 |

## HARTFORD-NEW HAVEN (NEW LONDON)

| TV HOUSEHOLDS | 628,900 | 1.00 | 26 |
|---|---|---|---|

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 1,602,000 | .98 | 25 |
| 18+ | 1,274,300 | 1.01 | 25 |
| 18-49 | 814,100 | .97 | 25 |
| 12-24 | 283,800 | .91 | 27 |
| 12-34 | 570,100 | .94 | 26 |
| 18-34 | 454,600 | .96 | 26 |
| WOMEN TOTAL | 674,300 | 1.03 | 25 |
| 18-49 | 412,100 | .97 | 25 |
| 12-24 | 140,200 | .92 | 26 |
| 18-34 | 227,700 | .97 | 25 |
| 25-49 | 328,400 | .98 | 26 |
| 25-54 | 369,200 | .98 | 26 |
| MEN TOTAL | 600,000 | 1.00 | 25 |
| 18-49 | 402,000 | .96 | 27 |
| 18-34 | 226,900 | .95 | 26 |
| 21-49 | 368,900 | .96 | 26 |
| 25-49 | 317,400 | .97 | 26 |
| 25-54 | 355,400 | .97 | 26 |
| TEENS TOTAL | 115,500 | .86 | 30 |
| CHILD TOTAL | 212,200 | .87 | 32 |
| 6-11 | 121,900 | .86 | 32 |

| TV HOUSEHOLDS | 57,300 | .73 | 34 |
|---|---|---|---|

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 159,200 | .72 | 35 |
| 18+ | 113,600 | .73 | 34 |
| 18-49 | 86,100 | .76 | 31 |
| 12-24 | 38,300 | .76 | 33 |
| 12-34 | 68,900 | .76 | 33 |
| 18-34 | 53,000 | .77 | 29 |
| WOMEN TOTAL | 61,600 | .72 | 34 |
| 18-49 | 45,700 | .75 | 30 |
| 12-24 | 19,200 | .76 | 34 |
| 18-34 | 27,500 | .77 | 31 |
| 25-49 | 34,400 | .74 | 32 |
| 25-54 | 38,400 | .74 | 32 |
| MEN TOTAL | 52,000 | .73 | 34 |
| 18-49 | 40,400 | .76 | 30 |
| 18-34 | 25,500 | .78 | 29 |
| 21-49 | 35,700 | .75 | 30 |
| 25-49 | 29,300 | .74 | 32 |
| 25-54 | 32,400 | .74 | 32 |
| TEENS TOTAL | 15,900 | .70 | 37 |
| CHILD TOTAL | 29,700 | .73 | 34 |
| 6-11 | 18,900 | .71 | 35 |

| TV HOUSEHOLDS | 38,400 | .77 | 25 |
|---|---|---|---|

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 124,600 | .71 | 27 |
| 18+ | 81,200 | .67 | 27 |
| 18-49 | 66,500 | .70 | 27 |
| 12-24 | 32,700 | .75 | 26 |
| 12-34 | 57,700 | .72 | 26 |
| 18-34 | 43,000 | .70 | 27 |
| WOMEN TOTAL | 42,500 | .70 | 26 |
| 18-49 | 34,300 | .75 | 26 |
| 12-24 | 16,500 | .80 | 2[illegible] |
| 18-34 | 22,000 | .77 | 24 |
| 25-49 | 25,200 | .73 | 26 |
| 25-54 | 27,300 | .72 | 26 |
| MEN TOTAL | 38,700 | .63 | 27 |
| 18-49 | 32,200 | .65 | 27 |
| 18-34 | 21,000 | .65 | 27 |
| 21-49 | 28,500 | .64 | 27 |
| 25-49 | 23,300 | .64 | 27 |
| 25-54 | 25,300 | .64 | 27 |
| TEENS TOTAL | 14,700 | .78 | 25 |
| CHILD TOTAL | 28,700 | .80 | 25 |
| 6-11 | 16,600 | .80 | 25 |

# METRO MARKETS POPULATION SUMMARY

## HOUSTON

| TV HOUSEHOLDS | 1,344,600 | 2.15 | 10 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 3,615,500 | 2.21 | 9 |
| 18+ | 2,659,200 | 2.11 | 10 |
| 18-49 | 1,966,900 | 2.34 | 8 |
| 12-24 | 712,600 | 2.29 | 8 |
| 12-34 | 1,430,000 | 2.36 | 8 |
| 18-34 | 1,098,100 | 2.32 | 9 |
| WOMEN TOTAL | 1,348,800 | 2.05 | 10 |
| 18-49 | 971,500 | 2.30 | 9 |
| 12-24 | 348,700 | 2.28 | 8 |
| 18-34 | 540,400 | 2.30 | 9 |
| 25-49 | 784,800 | 2.34 | 8 |
| 25-54 | 868,300 | 2.30 | 8 |
| MEN TOTAL | 1,310,400 | 2.18 | 10 |
| 18-49 | 995,400 | 2.38 | 8 |
| 18-34 | 557,700 | 2.35 | 8 |
| 21-49 | 918,200 | 2.40 | 8 |
| 25-49 | 801,400 | 2.44 | 8 |
| 25-54 | 884,700 | 2.41 | 8 |
| TEENS TOTAL | 331,900 | 2.48 | 6 |
| CHILD TOTAL | 624,400 | 2.56 | 6 |
| 6-11 | 367,500 | 2.57 | 6 |

| TV HOUSEHOLDS | 225,100 | 2.88 | 8 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 630,700 | 2.87 | 8 |
| 18+ | 444,000 | 2.84 | 8 |
| 18-49 | 338,500 | 2.97 | 8 |
| 12-24 | 143,500 | 2.85 | 8 |
| 12-34 | 268,400 | 2.94 | 8 |
| 18-34 | 202,200 | 2.95 | 8 |
| WOMEN TOTAL | 237,700 | 2.78 | 9 |
| 18-49 | 177,500 | 2.93 | 8 |
| 12-24 | 72,300 | 2.86 | 8 |
| 18-34 | 105,200 | 2.93 | 8 |
| 25-49 | 137,900 | 2.97 | 8 |
| 25-54 | 151,000 | 2.92 | 8 |
| MEN TOTAL | 206,300 | 2.90 | 8 |
| 18-49 | 161,000 | 3.02 | 8 |
| 18-34 | 97,000 | 2.97 | 8 |
| 21-49 | 144,700 | 3.05 | 8 |
| 25-49 | 123,300 | 3.10 | 8 |
| 25-54 | 134,600 | 3.05 | 8 |
| TEENS TOTAL | 66,200 | 2.92 | 8 |
| CHILD TOTAL | 120,500 | 2.95 | 8 |
| 6-11 | 70,900 | 2.98 | 8 |

| TV HOUSEHOLDS | 216,300 | 4.32 | 5 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 776,100 | 4.39 | 5 |
| 18+ | 511,900 | 4.20 | 5 |
| 18-49 | 429,800 | 4.49 | 5 |
| 12-24 | 192,900 | 4.44 | 4 |
| 12-34 | 366,000 | 4.57 | 4 |
| 18-34 | 278,900 | 4.55 | 4 |
| WOMEN TOTAL | 241,700 | 3.99 | 5 |
| 18-49 | 198,000 | 4.31 | 5 |
| 12-24 | 90,900 | 4.41 | 4 |
| 18-34 | 126,800 | 4.42 | 5 |
| 25-49 | 145,400 | 4.33 | 5 |
| 25-54 | 160,500 | 4.23 | 5 |
| MEN TOTAL | 270,200 | 4.40 | 5 |
| 18-49 | 231,800 | 4.66 | 5 |
| 18-34 | 152,100 | 4.67 | 4 |
| 21-49 | 209,800 | 4.72 | 5 |
| 25-49 | 174,600 | 4.78 | 5 |
| 25-54 | 186,400 | 4.70 | 5 |
| TEENS TOTAL | 87,100 | 4.65 | 4 |
| CHILD TOTAL | 177,100 | 4.92 | 4 |
| 6-11 | 102,300 | 4.95 | 4 |

## HUNTSVILLE-DECATUR-FLORENCE

| TV HOUSEHOLDS | 152,800 | .24 | 97 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 390,700 | .24 | 97 |
| 18+ | 301,100 | .24 | 96 |
| 18-49 | 203,400 | .24 | 94 |
| 12-24 | 75,300 | .24 | 99 |
| 12-34 | 149,000 | .25 | 93 |
| 18-34 | 116,000 | .25 | 91 |
| WOMEN TOTAL | 155,100 | .24 | 97 |
| 18-49 | 101,200 | .24 | 96 |
| 12-24 | 37,100 | .24 | 100 |
| 18-34 | 57,100 | .24 | 93 |
| 25-49 | 80,200 | .24 | 93 |
| 25-54 | 91,800 | .24 | 91 |
| MEN TOTAL | 146,000 | .24 | 96 |
| 18-49 | 102,200 | .24 | 92 |
| 18-34 | 58,900 | .25 | 89 |
| 21-49 | 93,300 | .24 | 92 |
| 25-49 | 80,900 | .25 | 88 |
| 25-54 | 91,900 | .25 | 87 |
| TEENS TOTAL | 33,000 | .25 | 98 |
| CHILD TOTAL | 56,600 | .23 | 98 |
| 6-11 | 33,600 | .23 | 99 |

| TV HOUSEHOLDS | 21,600 | .28 | 71 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 64,300 | .29 | 70 |
| 18+ | 46,200 | .30 | 70 |
| 18-49 | 35,800 | .31 | 69 |
| 12-24 | 17,600 | .35 | 67 |
| 12-34 | 30,200 | .33 | 69 |
| 18-34 | 23,500 | .34 | 66 |
| WOMEN TOTAL | 24,600 | .29 | 69 |
| 18-49 | 18,400 | .30 | 68 |
| 12-24 | 9,000 | .36 | 66 |
| 18-34 | 12,000 | .33 | 66 |
| 25-49 | 12,800 | .28 | 71 |
| 25-54 | 14,200 | .27 | 71 |
| MEN TOTAL | 21,600 | .30 | 69 |
| 18-49 | 17,400 | .33 | 68 |
| 18-34 | 11,500 | .35 | 67 |
| 21-49 | 14,900 | .31 | 69 |
| 25-49 | 12,100 | .30 | 69 |
| 25-54 | 13,000 | .29 | 69 |
| TEENS TOTAL | 6,700 | .30 | 72 |
| CHILD TOTAL | 11,400 | .28 | 74 |
| 6-11 | 6,800 | .29 | 73 |

| TV HOUSEHOLDS | 1,300 | .03 | 112 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 3,900 | .02 | 113 |
| 18+ | 2,700 | .02 | 114 |
| 18-49 | 2,200 | .02 | 116 |
| 12-24 | 800 | .02 | 124 |
| 12-34 | 1,800 | .02 | 116 |
| 18-34 | 1,400 | .02 | 117 |
| WOMEN TOTAL | 1,300 | .02 | 114 |
| 18-49 | 1,000 | .02 | 115 |
| 12-24 | 300 | .01 | 125 |
| 18-34 | 700 | .02 | 111 |
| 25-49 | 800 | .02 | 112 |
| 25-54 | 900 | .02 | 109 |
| MEN TOTAL | 1,400 | .02 | 117 |
| 18-49 | 1,200 | .02 | 115 |
| 18-34 | 700 | .02 | 116 |
| 21-49 | 1,100 | .02 | 115 |
| 25-49 | 1,000 | .03 | 111 |
| 25-54 | 1,000 | .03 | 114 |
| TEENS TOTAL | 400 | .02 | 114 |
| CHILD TOTAL | 800 | .02 | 113 |
| 6-11 | 600 | .03 | 107 |

## IDAHO FALLS-POCATELLO

| TV HOUSEHOLDS | 58,900 | .09 | 142 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 169,400 | .10 | 137 |
| 18+ | 114,300 | .09 | 142 |
| 18-49 | 77,700 | .09 | 139 |
| 12-24 | 35,900 | .12 | 133 |
| 12-34 | 62,400 | .10 | 135 |
| 18-34 | 42,600 | .09 | 140 |
| WOMEN TOTAL | 58,100 | .09 | 143 |
| 18-49 | 38,400 | .09 | 140 |
| 12-24 | 17,300 | .11 | 134 |
| 18-34 | 20,900 | .09 | 142 |
| 25-49 | 30,700 | .09 | 138 |
| 25-54 | 34,500 | .09 | 138 |
| MEN TOTAL | 56,200 | .09 | 141 |
| 18-49 | 39,300 | .09 | 139 |
| 18-34 | 21,700 | .09 | 139 |
| 21-49 | 35,600 | .09 | 139 |
| 25-49 | 30,900 | .09 | 138 |
| 25-54 | 34,700 | .09 | 137 |
| TEENS TOTAL | 19,800 | .15 | 127 |
| CHILD TOTAL | 35,300 | .14 | 126 |
| 6-11 | 22,300 | .16 | 124 |

| TV HOUSEHOLDS | 300 | - | 143 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 700 | - | 148 |
| 18+ | 400 | - | 148 |
| 18-49 | 400 | - | 148 |
| 12-24 | 200 | - | 148 |
| 12-34 | 400 | - | 146 |
| 18-34 | 200 | - | 148 |
| WOMEN TOTAL | 200 | - | 142 |
| 18-49 | 200 | - | 141 |
| 12-24 | | | 150 |
| 18-34 | 100 | - | 142 |
| 25-49 | 200 | - | 138 |
| 25-54 | 200 | - | 140 |
| MEN TOTAL | 200 | - | 149 |
| 18-49 | 200 | - | 148 |
| 18-34 | 100 | - | 151 |
| 21-49 | 200 | - | 148 |
| 25-49 | 200 | .01 | 145 |
| 25-54 | 200 | - | 147 |
| TEENS TOTAL | 200 | .01 | 134 |
| CHILD TOTAL | 100 | - | 149 |
| 6-11 | | | 149 |

| TV HOUSEHOLDS | 2,600 | .05 | 81 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 9,300 | .05 | 80 |
| 18+ | 5,500 | .05 | 83 |
| 18-49 | 4,700 | .05 | 82 |
| 12-24 | 2,600 | .06 | 77 |
| 12-34 | 4,400 | .05 | 82 |
| 18-34 | 3,100 | .05 | 84 |
| WOMEN TOTAL | 2,400 | .04 | 91 |
| 18-49 | 2,000 | .04 | 85 |
| 12-24 | 1,200 | .06 | 77 |
| 18-34 | 1,300 | .05 | 85 |
| 25-49 | 1,500 | .04 | 82 |
| 25-54 | 1,600 | .04 | 83 |
| MEN TOTAL | 3,100 | .05 | 81 |
| 18-49 | 2,700 | .05 | 81 |
| 18-34 | 1,800 | .06 | 84 |
| 21-49 | 2,400 | .05 | 80 |
| 25-49 | 1,900 | .05 | 81 |
| 25-54 | 2,100 | .05 | 80 |
| TEENS TOTAL | 1,300 | .07 | 72 |
| CHILD TOTAL | 2,500 | .07 | 73 |
| 6-11 | 1,400 | .07 | 74 |

## METRO MARKETS POPULATION SUMMARY

### INDIANAPOLIS (MARION)

TV HOUSEHOLDS 521,600 .83 33

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 1,321,200 | .81 | 34 |
| 18+ | 1,010,800 | .80 | 34 |
| 18-49 | 689,100 | .82 | 32 |
| 12-24 | 260,600 | .84 | 34 |
| 12-34 | 506,900 | .84 | 32 |
| 18-34 | 396,500 | .84 | 30 |
| WOMEN TOTAL | 535,700 | .81 | 33 |
| 18-49 | 353,100 | .84 | 31 |
| 12-24 | 131,300 | .86 | 33 |
| 18-34 | 202,900 | .86 | 30 |
| 25-49 | 275,700 | .82 | 32 |
| 25-54 | 309,100 | .82 | 32 |
| MEN TOTAL | 475,100 | .79 | 34 |
| 18-49 | 336,000 | .80 | 34 |
| 18-34 | 193,600 | .81 | 31 |
| 21-49 | 306,500 | .80 | 34 |
| 25-49 | 263,200 | .80 | 33 |
| 25-54 | 294,700 | .80 | 33 |
| TEENS TOTAL | 110,400 | .83 | 35 |
| CHILD TOTAL | 200,000 | .82 | 34 |
| 6-11 | 118,100 | .83 | 34 |

TV HOUSEHOLDS 63,000 .81 31

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 167,600 | .76 | 31 |
| 18+ | 118,600 | .76 | 32 |
| 18-49 | 83,100 | .73 | 33 |
| 12-24 | 38,100 | .76 | 35 |
| 12-34 | 68,600 | .75 | 35 |
| 18-34 | 50,900 | .74 | 34 |
| WOMEN TOTAL | 65,700 | .77 | 32 |
| 18-49 | 45,100 | .74 | 32 |
| 12-24 | 19,300 | .76 | 33 |
| 18-34 | 27,300 | .76 | 32 |
| 25-49 | 34,500 | .74 | 31 |
| 25-54 | 38,500 | .74 | 31 |
| MEN TOTAL | 52,900 | .74 | 31 |
| 18-49 | 38,000 | .71 | 33 |
| 18-34 | 23,600 | .72 | 32 |
| 21-49 | 33,600 | .71 | 33 |
| 25-49 | 28,200 | .71 | 33 |
| 25-54 | 31,500 | .71 | 33 |
| TEENS TOTAL | 17,700 | .78 | 31 |
| CHILD TOTAL | 31,300 | .77 | 31 |
| 6-11 | 18,600 | .78 | 31 |

TV HOUSEHOLDS 4,000 .08 72

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 12,400 | .07 | 72 |
| 18+ | 8,900 | .07 | 72 |
| 18-49 | 7,200 | .08 | 71 |
| 12-24 | 3,100 | .07 | 71 |
| 12-34 | 5,800 | .07 | 71 |
| 18-34 | 4,800 | .08 | 70 |
| WOMEN TOTAL | 4,400 | .07 | 71 |
| 18-49 | 3,500 | .08 | 69 |
| 12-24 | 1,500 | .07 | 70 |
| 18-34 | 2,200 | .08 | 69 |
| 25-49 | 2,500 | .07 | 69 |
| 25-54 | 2,800 | .07 | 70 |
| MEN TOTAL | 4,500 | .07 | 71 |
| 18-49 | 3,700 | .07 | 72 |
| 18-34 | 2,600 | .08 | 70 |
| 21-49 | 3,100 | .07 | 73 |
| 25-49 | 2,600 | .07 | 72 |
| 25-54 | 2,800 | .07 | 72 |
| TEENS TOTAL | 1,000 | .05 | 76 |
| CHILD TOTAL | 2,500 | .07 | 73 |
| 6-11 | 1,600 | .08 | 72 |

### JACKSON, MS

TV HOUSEHOLDS 140,900 .23 100

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 385,800 | .24 | 99 |
| 18+ | 285,700 | .23 | 99 |
| 18-49 | 195,000 | .23 | 99 |
| 12-24 | 80,100 | .26 | 94 |
| 12-34 | 148,000 | .24 | 94 |
| 18-34 | 111,300 | .24 | 94 |
| WOMEN TOTAL | 154,500 | .23 | 98 |
| 18-49 | 102,100 | .24 | 94 |
| 12-24 | 40,600 | .27 | 92 |
| 18-34 | 58,400 | .25 | 91 |
| 25-49 | 79,400 | .24 | 95 |
| 25-54 | 89,200 | .24 | 96 |
| MEN TOTAL | 131,200 | .22 | 100 |
| 18-49 | 92,900 | .22 | 99 |
| 18-34 | 52,900 | .22 | 99 |
| 21-49 | 83,700 | .22 | 99 |
| 25-49 | 72,200 | .22 | 99 |
| 25-54 | 80,600 | .22 | 99 |
| TEENS TOTAL | 36,700 | .27 | 90 |
| CHILD TOTAL | 63,400 | .26 | 92 |
| 6-11 | 38,700 | .27 | 89 |

TV HOUSEHOLDS 52,200 .67 37

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 162,900 | .74 | 33 |
| 18+ | 111,200 | .71 | 35 |
| 18-49 | 81,700 | .72 | 34 |
| 12-24 | 41,300 | .82 | 28 |
| 12-34 | 70,400 | .77 | 31 |
| 18-34 | 51,400 | .75 | 33 |
| WOMEN TOTAL | 62,100 | .73 | 33 |
| 18-49 | 44,500 | .73 | 33 |
| 12-24 | 21,500 | .85 | 26 |
| 18-34 | 28,000 | .78 | 30 |
| 25-49 | 32,400 | .70 | 34 |
| 25-54 | 35,800 | .69 | 35 |
| MEN TOTAL | 49,100 | .69 | 36 |
| 18-49 | 37,200 | .70 | 34 |
| 18-34 | 23,400 | .72 | 33 |
| 21-49 | 32,500 | .68 | 34 |
| 25-49 | 27,000 | .68 | 35 |
| 25-54 | 29,400 | .67 | 35 |
| TEENS TOTAL | 19,000 | .84 | 27 |
| CHILD TOTAL | 32,700 | .80 | 29 |
| 6-11 | 20,000 | .84 | 29 |

TV HOUSEHOLDS 600 .01 135

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 1,800 | .01 | 138 |
| 18+ | 1,400 | .01 | 135 |
| 18-49 | 1,000 | .01 | 137 |
| 12-24 | 400 | .01 | 139 |
| 12-34 | 700 | .01 | 139 |
| 18-34 | 600 | .01 | 138 |
| WOMEN TOTAL | 700 | .01 | 132 |
| 18-49 | 600 | .01 | 131 |
| 12-24 | 200 | .01 | 138 |
| 18-34 | 300 | .01 | 136 |
| 25-49 | 400 | .01 | 132 |
| 25-54 | 400 | .01 | 133 |
| MEN TOTAL | 700 | .01 | 135 |
| 18-49 | 400 | .01 | 142 |
| 18-34 | 300 | .01 | 139 |
| 21-49 | 300 | .01 | 144 |
| 25-49 | 300 | .01 | 141 |
| 25-54 | 300 | .01 | 144 |
| TEENS TOTAL | 100 | .01 | 140 |
| CHILD TOTAL | 300 | .01 | 143 |
| 6-11 | 200 | .01 | 138 |

### JACKSONVILLE (BRUNSWICK)

TV HOUSEHOLDS 363,900 .58 48

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 931,800 | .57 | 46 |
| 18+ | 710,800 | .57 | 48 |
| 18-49 | 484,700 | .58 | 45 |
| 12-24 | 177,200 | .57 | 48 |
| 12-34 | 350,800 | .58 | 44 |
| 18-34 | 274,300 | .58 | 45 |
| WOMEN TOTAL | 367,600 | .56 | 49 |
| 18-49 | 240,400 | .57 | 48 |
| 12-24 | 85,200 | .56 | 49 |
| 18-34 | 133,400 | .57 | 48 |
| 25-49 | 193,000 | .58 | 45 |
| 25-54 | 216,100 | .57 | 47 |
| MEN TOTAL | 343,200 | .57 | 45 |
| 18-49 | 244,300 | .58 | 44 |
| 18-34 | 140,900 | .59 | 43 |
| 21-49 | 223,500 | .58 | 44 |
| 25-49 | 191,000 | .58 | 44 |
| 25-54 | 213,100 | .58 | 44 |
| TEENS TOTAL | 76,500 | .57 | 49 |
| CHILD TOTAL | 144,500 | .59 | 43 |
| 6-11 | 83,500 | .58 | 46 |

TV HOUSEHOLDS 64,400 .83 27

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 180,500 | .82 | 27 |
| 18+ | 125,800 | .80 | 27 |
| 18-49 | 89,400 | .78 | 28 |
| 12-24 | 41,200 | .82 | 29 |
| 12-34 | 74,600 | .82 | 28 |
| 18-34 | 55,700 | .81 | 28 |
| WOMEN TOTAL | 68,900 | .81 | 27 |
| 18-49 | 47,200 | .78 | 29 |
| 12-24 | 20,400 | .81 | 30 |
| 18-34 | 28,500 | .79 | 29 |
| 25-49 | 36,200 | .78 | 29 |
| 25-54 | 40,300 | .78 | 29 |
| MEN TOTAL | 56,900 | .80 | 27 |
| 18-49 | 42,200 | .79 | 27 |
| 18-34 | 27,200 | .83 | 25 |
| 21-49 | 37,400 | .79 | 27 |
| 25-49 | 30,900 | .78 | 27 |
| 25-54 | 34,100 | .77 | 28 |
| TEENS TOTAL | 18,900 | .83 | 28 |
| CHILD TOTAL | 35,800 | .88 | 28 |
| 6-11 | 20,400 | .86 | 28 |

TV HOUSEHOLDS 8,100 .16 55

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 23,700 | .13 | 60 |
| 18+ | 17,200 | .14 | 55 |
| 18-49 | 13,400 | .14 | 56 |
| 12-24 | 5,300 | .12 | 61 |
| 12-34 | 10,600 | .13 | 60 |
| 18-34 | 8,700 | .14 | 58 |
| WOMEN TOTAL | 8,600 | .14 | 55 |
| 18-49 | 6,400 | .14 | 55 |
| 12-24 | 2,500 | .12 | 62 |
| 18-34 | 4,000 | .14 | 56 |
| 25-49 | 4,800 | .14 | 55 |
| 25-54 | 5,300 | .14 | 55 |
| MEN TOTAL | 8,600 | .14 | 56 |
| 18-49 | 7,000 | .14 | 55 |
| 18-34 | 4,700 | .14 | 55 |
| 21-49 | 6,400 | .14 | 55 |
| 25-49 | 5,200 | .14 | 56 |
| 25-54 | 5,600 | .14 | 56 |
| TEENS TOTAL | 1,900 | .10 | 64 |
| CHILD TOTAL | 4,600 | .13 | 62 |
| 6-11 | 2,400 | .12 | 64 |

# METRO MARKETS POPULATION SUMMARY

## JOHNSTOWN-ALTOONA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 139,000 | .22 | 101 |
| PERSONS 2+ | 354,400 | .22 | 101 |
| 18+ | 275,000 | .22 | 101 |
| 18-49 | 155,000 | .18 | 111 |
| 12-24 | 62,900 | .20 | 110 |
| 12-34 | 112,700 | .19 | 111 |
| 18-34 | 81,400 | .17 | 112 |
| WOMEN TOTAL | 146,900 | .22 | 100 |
| 18-49 | 77,900 | .18 | 112 |
| 12-24 | 31,000 | .20 | 110 |
| 18-34 | 41,000 | .17 | 113 |
| 25-49 | 62,100 | .19 | 108 |
| 25-54 | 71,600 | .19 | 107 |
| MEN TOTAL | 128,100 | .21 | 101 |
| 18-49 | 77,100 | .18 | 110 |
| 18-34 | 40,400 | .17 | 114 |
| 21-49 | 70,000 | .18 | 111 |
| 25-49 | 61,300 | .19 | 109 |
| 25-54 | 69,900 | .19 | 107 |
| TEENS TOTAL | 31,300 | .23 | 103 |
| CHILD TOTAL | 48,100 | .20 | 109 |
| 6-11 | 29,700 | .21 | 106 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,600 | .02 | 126 |
| PERSONS 2+ | 4,800 | .02 | 131 |
| 18+ | 3,600 | .02 | 129 |
| 18-49 | 2,600 | .02 | 130 |
| 12-24 | 1,100 | .02 | 132 |
| 12-34 | 2,000 | .02 | 131 |
| 18-34 | 1,500 | .02 | 131 |
| WOMEN TOTAL | 1,600 | .02 | 126 |
| 18-49 | 1,100 | .02 | 128 |
| 12-24 | 500 | .02 | 130 |
| 18-34 | 600 | .02 | 130 |
| 25-49 | 800 | .02 | 126 |
| 25-54 | 800 | .02 | 127 |
| MEN TOTAL | 2,000 | .03 | 130 |
| 18-49 | 1,500 | .03 | 131 |
| 18-34 | 900 | .03 | 130 |
| 21-49 | 1,400 | .03 | 131 |
| 25-49 | 1,200 | .03 | 129 |
| 25-54 | 1,200 | .03 | 130 |
| TEENS TOTAL | 800 | .02 | 127 |
| CHILD TOTAL | 700 | .02 | 132 |
| 6-11 | 400 | .02 | 129 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 500 | .01 | 137 |
| PERSONS 2+ | 1,600 | .01 | 142 |
| 18+ | 1,200 | .01 | 139 |
| 18-49 | 1,000 | .01 | 137 |
| 12-24 | 300 | .01 | 143 |
| 12-34 | 700 | .01 | 139 |
| 18-34 | 600 | .01 | 138 |
| WOMEN TOTAL | 600 | .01 | 138 |
| 18-49 | 500 | .01 | 138 |
| 12-24 | 100 | - | 144 |
| 18-34 | 300 | .01 | 136 |
| 25-49 | 400 | .01 | 132 |
| 25-54 | 400 | .01 | 133 |
| MEN TOTAL | 600 | .01 | 140 |
| 18-49 | 500 | .01 | 138 |
| 18-34 | 300 | .01 | 139 |
| 21-49 | 400 | .01 | 140 |
| 25-49 | 400 | .01 | 136 |
| 25-54 | 400 | .01 | 137 |
| TEENS TOTAL | 100 | .01 | 140 |
| CHILD TOTAL | 300 | .01 | 143 |
| 6-11 | 100 | - | 146 |

## JOPLIN-PITTSBURG

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 67,200 | .11 | 134 |
| PERSONS 2+ | 166,000 | .10 | 138 |
| 18+ | 127,200 | .10 | 136 |
| 18-49 | 76,600 | .09 | 140 |
| 12-24 | 31,600 | .10 | 140 |
| 12-34 | 56,700 | .09 | 141 |
| 18-34 | 42,500 | .09 | 141 |
| WOMEN TOTAL | 67,800 | .10 | 135 |
| 18-49 | 38,600 | .09 | 139 |
| 12-24 | 15,400 | .10 | 140 |
| 18-34 | 21,200 | .09 | 140 |
| 25-49 | 30,000 | .09 | 140 |
| 25-54 | 34,300 | .09 | 139 |
| MEN TOTAL | 59,400 | .10 | 138 |
| 18-49 | 38,000 | .09 | 141 |
| 18-34 | 21,300 | .09 | 141 |
| 21-49 | 34,300 | .09 | 140 |
| 25-49 | 29,200 | .09 | 140 |
| 25-54 | 33,100 | .09 | 140 |
| TEENS TOTAL | 14,200 | .11 | 137 |
| CHILD TOTAL | 24,600 | .10 | 138 |
| 6-11 | 15,100 | .11 | 138 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 700 | .01 | 136 |
| PERSONS 2+ | 1,900 | .01 | 137 |
| 18+ | 1,400 | .01 | 136 |
| 18-49 | 900 | .01 | 139 |
| 12-24 | 500 | .01 | 136 |
| 12-34 | 900 | .01 | 137 |
| 18-34 | 700 | .01 | 137 |
| WOMEN TOTAL | 700 | .01 | 135 |
| 18-49 | 400 | .01 | 136 |
| 12-24 | 200 | .01 | 136 |
| 18-34 | 300 | .01 | 136 |
| 25-49 | 200 | - | 138 |
| 25-54 | 300 | .01 | 136 |
| MEN TOTAL | 700 | .01 | 139 |
| 18-49 | 500 | .01 | 140 |
| 18-34 | 400 | .01 | 137 |
| 21-49 | 400 | .01 | 140 |
| 25-49 | 400 | .01 | 138 |
| 25-54 | 500 | .01 | 136 |
| TEENS TOTAL | 200 | .01 | 134 |
| CHILD TOTAL | 300 | .01 | 141 |
| 6-11 | 100 | - | 142 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 400 | .01 | 142 |
| PERSONS 2+ | 1,500 | .01 | 143 |
| 18+ | 800 | .01 | 146 |
| 18-49 | 700 | .01 | 145 |
| 12-24 | 300 | .01 | 143 |
| 12-34 | 600 | .01 | 144 |
| 18-34 | 400 | .01 | 146 |
| WOMEN TOTAL | 500 | .01 | 139 |
| 18-49 | 500 | .01 | 138 |
| 12-24 | 100 | - | 144 |
| 18-34 | 300 | .01 | 136 |
| 25-49 | 400 | .01 | 132 |
| 25-54 | 400 | .01 | 133 |
| MEN TOTAL | 300 | - | 150 |
| 18-49 | 200 | - | 150 |
| 18-34 | 100 | - | 151 |
| 21-49 | 200 | - | 149 |
| 25-49 | 200 | .01 | 148 |
| 25-54 | 200 | .01 | 151 |
| TEENS TOTAL | 200 | .01 | 129 |
| CHILD TOTAL | 500 | .01 | 127 |
| 6-11 | 300 | .01 | 123 |

## KANSAS CITY (LAWRENCE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 613,300 | .98 | 27 |
| PERSONS 2+ | 1,542,700 | .94 | 27 |
| 18+ | 1,171,000 | .93 | 27 |
| 18-49 | 781,000 | .93 | 27 |
| 12-24 | 271,600 | .87 | 30 |
| 12-34 | 553,500 | .91 | 27 |
| 18-34 | 424,200 | .90 | 27 |
| WOMEN TOTAL | 616,800 | .94 | 27 |
| 18-49 | 396,300 | .94 | 27 |
| 12-24 | 135,600 | .89 | 28 |
| 18-34 | 215,000 | .91 | 27 |
| 25-49 | 324,100 | .97 | 27 |
| 25-54 | 363,500 | .96 | 27 |
| MEN TOTAL | 554,200 | .92 | 27 |
| 18-49 | 384,700 | .92 | 28 |
| 18-34 | 209,200 | .88 | 29 |
| 21-49 | 356,600 | .93 | 28 |
| 25-49 | 314,600 | .96 | 27 |
| 25-54 | 352,100 | .96 | 27 |
| TEENS TOTAL | 129,300 | .97 | 27 |
| CHILD TOTAL | 242,400 | 1.00 | 26 |
| 6-11 | 144,700 | 1.01 | 25 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 71,700 | .92 | 22 |
| PERSONS 2+ | 193,800 | .88 | 23 |
| 18+ | 135,300 | .86 | 23 |
| 18-49 | 96,100 | .84 | 25 |
| 12-24 | 41,900 | .83 | 26 |
| 12-34 | 77,600 | .85 | 25 |
| 18-34 | 57,200 | .83 | 27 |
| WOMEN TOTAL | 73,700 | .86 | 23 |
| 18-49 | 51,100 | .84 | 25 |
| 12-24 | 21,400 | .85 | 27 |
| 18-34 | 30,100 | .84 | 26 |
| 25-49 | 39,900 | .86 | 23 |
| 25-54 | 44,300 | .86 | 22 |
| MEN TOTAL | 61,600 | .87 | 23 |
| 18-49 | 45,000 | .84 | 25 |
| 18-34 | 27,100 | .83 | 27 |
| 21-49 | 40,500 | .85 | 25 |
| 25-49 | 34,700 | .87 | 23 |
| 25-54 | 38,400 | .87 | 22 |
| TEENS TOTAL | 20,400 | .90 | 24 |
| CHILD TOTAL | 38,100 | .93 | 23 |
| 6-11 | 22,600 | .95 | 23 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 13,600 | .27 | 44 |
| PERSONS 2+ | 45,500 | .26 | 44 |
| 18+ | 31,100 | .25 | 43 |
| 18-49 | 24,100 | .25 | 43 |
| 12-24 | 10,400 | .24 | 45 |
| 12-34 | 19,600 | .24 | 45 |
| 18-34 | 14,800 | .24 | 44 |
| WOMEN TOTAL | 15,100 | .25 | 44 |
| 18-49 | 11,500 | .25 | 44 |
| 12-24 | 5,000 | .24 | 45 |
| 18-34 | 7,200 | .25 | 44 |
| 25-49 | 8,700 | .25 | 44 |
| 25-54 | 9,400 | .25 | 44 |
| MEN TOTAL | 16,000 | .26 | 41 |
| 18-49 | 12,600 | .25 | 42 |
| 18-34 | 7,600 | .23 | 43 |
| 21-49 | 11,500 | .26 | 42 |
| 25-49 | 9,800 | .27 | 40 |
| 25-54 | 10,700 | .27 | 40 |
| TEENS TOTAL | 4,800 | .26 | 45 |
| CHILD TOTAL | 9,600 | .27 | 45 |
| 6-11 | 5,900 | .29 | 43 |

# METRO MARKETS POPULATION SUMMARY

## KNOXVILLE (CROSSVILLE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 239,900 | .38 | 65 |
| PERSONS 2+ | 594,300 | .36 | 68 |
| 18+ | 469,400 | .37 | 65 |
| 18-49 | 300,400 | .36 | 68 |
| 12-24 | 114,600 | .37 | 71 |
| 12-34 | 211,600 | .35 | 72 |
| 18-34 | 164,100 | .35 | 72 |
| WOMEN TOTAL | 248,600 | .38 | 65 |
| 18-49 | 152,100 | .36 | 68 |
| 12-24 | 56,400 | .37 | 72 |
| 18-34 | 82,500 | .35 | 71 |
| 25-49 | 118,900 | .35 | 66 |
| 25-54 | 135,900 | .36 | 65 |
| MEN TOTAL | 220,800 | .37 | 66 |
| 18-49 | 148,300 | .35 | 68 |
| 18-34 | 81,600 | .34 | 72 |
| 21-49 | 133,900 | .35 | 68 |
| 25-49 | 114,400 | .35 | 67 |
| 25-54 | 130,100 | .35 | 67 |
| TEENS TOTAL | 47,500 | .36 | 71 |
| CHILD TOTAL | 77,400 | .32 | 79 |
| 6-11 | 46,600 | .33 | 79 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 13,600 | .17 | 86 |
| PERSONS 2+ | 34,900 | .16 | 90 |
| 18+ | 25,500 | .16 | 87 |
| 18-49 | 17,700 | .16 | 91 |
| 12-24 | 8,500 | .17 | 91 |
| 12-34 | 14,700 | .16 | 91 |
| 18-34 | 11,200 | .16 | 93 |
| WOMEN TOTAL | 14,400 | .17 | 83 |
| 18-49 | 9,600 | .16 | 90 |
| 12-24 | 4,200 | .17 | 92 |
| 18-34 | 6,000 | .17 | 89 |
| 25-49 | 7,100 | .15 | 88 |
| 25-54 | 7,900 | .15 | 87 |
| MEN TOTAL | 11,100 | .16 | 90 |
| 18-49 | 8,100 | .15 | 94 |
| 18-34 | 5,200 | .16 | 94 |
| 21-49 | 6,900 | .15 | 94 |
| 25-49 | 5,600 | .14 | 93 |
| 25-54 | 6,200 | .14 | 92 |
| TEENS TOTAL | 3,500 | .15 | 96 |
| CHILD TOTAL | 5,900 | .14 | 97 |
| 6-11 | 3,800 | .16 | 93 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,000 | .02 | 116 |
| PERSONS 2+ | 3,100 | .02 | 122 |
| 18+ | 2,100 | .02 | 121 |
| 18-49 | 1,700 | .02 | 121 |
| 12-24 | 900 | .02 | 117 |
| 12-34 | 1,500 | .02 | 121 |
| 18-34 | 900 | .01 | 128 |
| WOMEN TOTAL | 1,000 | .02 | 117 |
| 18-49 | 800 | .02 | 118 |
| 12-24 | 400 | .02 | 117 |
| 18-34 | 400 | .01 | 130 |
| 25-49 | 700 | .02 | 115 |
| 25-54 | 800 | .02 | 113 |
| MEN TOTAL | 1,100 | .02 | 122 |
| 18-49 | 900 | .02 | 122 |
| 18-34 | 500 | .02 | 124 |
| 21-49 | 800 | .02 | 122 |
| 25-49 | 700 | .02 | 120 |
| 25-54 | 800 | .02 | 118 |
| TEENS TOTAL | 600 | .03 | 101 |
| CHILD TOTAL | 400 | .01 | 136 |
| 6-11 | 200 | .01 | 138 |

## LAFAYETTE, LA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 59,800 | .10 | 140 |
| PERSONS 2+ | 156,400 | .10 | 142 |
| 18+ | 114,500 | .09 | 141 |
| 18-49 | 82,000 | .10 | 136 |
| 12-24 | 33,300 | .11 | 136 |
| 12-34 | 63,000 | .10 | 134 |
| 18-34 | 48,700 | .10 | 134 |
| WOMEN TOTAL | 60,000 | .09 | 141 |
| 18-49 | 41,700 | .10 | 136 |
| 12-24 | 16,800 | .11 | 135 |
| 18-34 | 24,800 | .11 | 134 |
| 25-49 | 32,000 | .10 | 135 |
| 25-54 | 35,800 | .09 | 137 |
| MEN TOTAL | 54,500 | .09 | 142 |
| 18-49 | 40,300 | .10 | 137 |
| 18-34 | 23,900 | .10 | 134 |
| 21-49 | 36,500 | .10 | 138 |
| 25-49 | 31,000 | .09 | 137 |
| 25-54 | 34,300 | .09 | 138 |
| TEENS TOTAL | 14,300 | .11 | 136 |
| CHILD TOTAL | 27,600 | .11 | 134 |
| 6-11 | 16,400 | .11 | 134 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 11,400 | .15 | 92 |
| PERSONS 2+ | 35,400 | .16 | 89 |
| 18+ | 23,700 | .15 | 90 |
| 18-49 | 18,000 | .16 | 89 |
| 12-24 | 9,200 | .18 | 87 |
| 12-34 | 15,500 | .17 | 89 |
| 18-34 | 11,500 | .17 | 91 |
| WOMEN TOTAL | 13,000 | .15 | 90 |
| 18-49 | 9,700 | .16 | 88 |
| 12-24 | 4,800 | .19 | 85 |
| 18-34 | 6,200 | .17 | 87 |
| 25-49 | 6,900 | .15 | 90 |
| 25-54 | 7,700 | .15 | 90 |
| MEN TOTAL | 10,700 | .15 | 93 |
| 18-49 | 8,300 | .16 | 92 |
| 18-34 | 5,300 | .16 | 92 |
| 21-49 | 7,200 | .15 | 92 |
| 25-49 | 5,900 | .15 | 91 |
| 25-54 | 6,400 | .15 | 91 |
| TEENS TOTAL | 4,000 | .18 | 86 |
| CHILD TOTAL | 7,700 | .19 | 86 |
| 6-11 | 4,600 | .19 | 85 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 800 | .02 | 124 |
| PERSONS 2+ | 2,400 | .01 | 129 |
| 18+ | 1,700 | .01 | 130 |
| 18-49 | 1,300 | .01 | 132 |
| 12-24 | 500 | .01 | 134 |
| 12-34 | 1,000 | .01 | 133 |
| 18-34 | 800 | .01 | 134 |
| WOMEN TOTAL | 900 | .01 | 122 |
| 18-49 | 700 | .02 | 124 |
| 12-24 | 300 | .01 | 125 |
| 18-34 | 400 | .01 | 130 |
| 25-49 | 500 | .01 | 121 |
| 25-54 | 500 | .01 | 125 |
| MEN TOTAL | 800 | .01 | 130 |
| 18-49 | 600 | .01 | 134 |
| 18-34 | 400 | .01 | 133 |
| 21-49 | 500 | .01 | 135 |
| 25-49 | 500 | .01 | 129 |
| 25-54 | 600 | .02 | 126 |
| TEENS TOTAL | 200 | .01 | 129 |
| CHILD TOTAL | 500 | .01 | 127 |
| 6-11 | 300 | .01 | 123 |

## LANSING (ANN ARBOR)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 210,800 | .34 | 73 |
| PERSONS 2+ | 565,100 | .35 | 73 |
| 18+ | 432,300 | .34 | 70 |
| 18-49 | 306,700 | .36 | 66 |
| 12-24 | 128,400 | .41 | 66 |
| 12-34 | 226,700 | .37 | 67 |
| 18-34 | 179,200 | .38 | 65 |
| WOMEN TOTAL | 223,100 | .34 | 72 |
| 18-49 | 153,400 | .36 | 67 |
| 12-24 | 64,200 | .42 | 65 |
| 18-34 | 89,600 | .38 | 66 |
| 25-49 | 112,600 | .34 | 69 |
| 25-54 | 125,600 | .33 | 69 |
| MEN TOTAL | 209,200 | .35 | 70 |
| 18-49 | 153,300 | .37 | 65 |
| 18-34 | 89,600 | .38 | 65 |
| 21-49 | 136,300 | .36 | 67 |
| 25-49 | 113,200 | .34 | 68 |
| 25-54 | 126,100 | .34 | 69 |
| TEENS TOTAL | 47,500 | .36 | 71 |
| CHILD TOTAL | 85,300 | .35 | 73 |
| 6-11 | 51,000 | .36 | 72 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 13,700 | .18 | 85 |
| PERSONS 2+ | 42,200 | .19 | 82 |
| 18+ | 30,400 | .19 | 82 |
| 18-49 | 24,900 | .22 | 79 |
| 12-24 | 11,600 | .23 | 80 |
| 12-34 | 20,200 | .22 | 81 |
| 18-34 | 16,000 | .23 | 76 |
| WOMEN TOTAL | 14,300 | .17 | 84 |
| 18-49 | 11,300 | .19 | 82 |
| 12-24 | 5,800 | .23 | 80 |
| 18-34 | 7,400 | .21 | 81 |
| 25-49 | 7,500 | .16 | 84 |
| 25-54 | 8,300 | .16 | 84 |
| MEN TOTAL | 16,100 | .23 | 78 |
| 18-49 | 13,600 | .26 | 73 |
| 18-34 | 8,600 | .26 | 72 |
| 21-49 | 12,100 | .25 | 73 |
| 25-49 | 10,000 | .25 | 73 |
| 25-54 | 10,700 | .24 | 73 |
| TEENS TOTAL | 4,200 | .19 | 83 |
| CHILD TOTAL | 7,600 | .19 | 87 |
| 6-11 | 4,400 | .19 | 86 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 5,400 | .11 | 63 |
| PERSONS 2+ | 18,900 | .11 | 63 |
| 18+ | 12,300 | .10 | 63 |
| 18-49 | 10,000 | .10 | 63 |
| 12-24 | 5,200 | .12 | 62 |
| 12-34 | 8,800 | .11 | 63 |
| 18-34 | 6,600 | .11 | 62 |
| WOMEN TOTAL | 6,100 | .10 | 63 |
| 18-49 | 4,900 | .11 | 63 |
| 12-24 | 2,600 | .13 | 61 |
| 18-34 | 3,300 | .11 | 61 |
| 25-49 | 3,300 | .10 | 63 |
| 25-54 | 3,600 | .09 | 63 |
| MEN TOTAL | 6,200 | .10 | 65 |
| 18-49 | 5,100 | .10 | 66 |
| 18-34 | 3,300 | .10 | 65 |
| 21-49 | 4,600 | .10 | 64 |
| 25-49 | 3,700 | .10 | 64 |
| 25-54 | 4,100 | .10 | 63 |
| TEENS TOTAL | 2,200 | .12 | 61 |
| CHILD TOTAL | 4,400 | .12 | 64 |
| 6-11 | 2,500 | .12 | 63 |

# METRO MARKETS POPULATION SUMMARY

## LAS VEGAS

| | ALL POP IN TVHH & GROUP QUARTERS | ALL PCT OF US | ALL METRO RANK | BLACK POP IN TVHH & GROUP QUARTERS | BLACK PCT OF US | BLACK METRO RANK | HISPANIC POP IN TVHH & GROUP QUARTERS | HISPANIC PCT OF US | HISPANIC METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 305,900 | .49 | 57 | 25,000 | .32 | 67 | 26,500 | .53 | 28 |
| PERSONS 2+ | 763,400 | .47 | 57 | 69,800 | .32 | 67 | 86,900 | .49 | 28 |
| 18+ | 594,700 | .47 | 57 | 48,100 | .31 | 67 | 61,100 | .50 | 29 |
| 18-49 | 399,300 | .47 | 57 | 37,400 | .33 | 66 | 48,300 | .50 | 28 |
| 12-24 | 135,200 | .43 | 62 | 16,600 | .33 | 69 | 20,600 | .47 | 28 |
| 12-34 | 278,400 | .46 | 58 | 30,300 | .33 | 68 | 39,400 | .49 | 28 |
| 18-34 | 221,500 | .47 | 57 | 22,800 | .33 | 68 | 31,000 | .51 | 28 |
| WOMEN TOTAL | 293,700 | .45 | 58 | 24,300 | .28 | 70 | 28,500 | .47 | 29 |
| 18-49 | 193,400 | .46 | 58 | 18,700 | .31 | 67 | 21,900 | .48 | 28 |
| 12-24 | 66,100 | .43 | 61 | 8,200 | .32 | 68 | 9,700 | .47 | 28 |
| 18-34 | 106,200 | .45 | 58 | 11,200 | .31 | 68 | 13,700 | .48 | 28 |
| 25-49 | 155,300 | .46 | 58 | 14,200 | .31 | 65 | 16,400 | .48 | 28 |
| 25-54 | 176,400 | .47 | 58 | 15,700 | .30 | 65 | 18,100 | .48 | 28 |
| MEN TOTAL | 301,000 | .50 | 54 | 23,800 | .33 | 67 | 32,600 | .53 | 29 |
| 18-49 | 205,900 | .49 | 56 | 18,700 | .35 | 66 | 26,400 | .53 | 28 |
| 18-34 | 115,300 | .49 | 55 | 11,600 | .36 | 66 | 17,300 | .53 | 28 |
| 21-49 | 191,300 | .50 | 56 | 16,900 | .36 | 66 | 23,900 | .54 | 28 |
| 25-49 | 165,700 | .50 | 54 | 14,100 | .35 | 64 | 19,700 | .54 | 28 |
| 25-54 | 187,700 | .51 | 54 | 15,600 | .35 | 64 | 21,500 | .54 | 28 |
| TEENS TOTAL | 56,900 | .43 | 62 | 7,500 | .33 | 67 | 8,400 | .45 | 30 |
| CHILD TOTAL | 111,800 | .46 | 60 | 14,200 | .35 | 67 | 17,400 | .48 | 29 |
| 6-11 | 64,300 | .45 | 62 | 8,000 | .34 | 68 | 9,700 | .47 | 30 |

## LEXINGTON (BEATTYVILLE, DANVILLE & HAZARD)

| | ALL POP IN TVHH & GROUP QUARTERS | ALL PCT OF US | ALL METRO RANK | BLACK POP IN TVHH & GROUP QUARTERS | BLACK PCT OF US | BLACK METRO RANK | HISPANIC POP IN TVHH & GROUP QUARTERS | HISPANIC PCT OF US | HISPANIC METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 156,100 | .25 | 96 | 14,800 | .19 | 82 | 900 | .02 | 121 |
| PERSONS 2+ | 400,300 | .24 | 95 | 38,900 | .18 | 85 | 3,300 | .02 | 121 |
| 18+ | 313,200 | .25 | 93 | 28,300 | .18 | 84 | 2,600 | .02 | 115 |
| 18-49 | 220,500 | .26 | 87 | 19,600 | .17 | 86 | 2,200 | .02 | 116 |
| 12-24 | 88,900 | .29 | 87 | 8,600 | .17 | 89 | 900 | .02 | 117 |
| 12-34 | 162,200 | .27 | 86 | 15,600 | .17 | 88 | 1,700 | .02 | 118 |
| 18-34 | 130,300 | .28 | 84 | 11,900 | .17 | 87 | 1,500 | .02 | 115 |
| WOMEN TOTAL | 166,100 | .25 | 91 | 15,800 | .18 | 82 | 1,300 | .02 | 114 |
| 18-49 | 113,600 | .27 | 85 | 10,600 | .17 | 83 | 1,100 | .02 | 113 |
| 12-24 | 45,200 | .30 | 85 | 4,300 | .17 | 90 | 500 | .02 | 110 |
| 18-34 | 67,100 | .29 | 82 | 6,300 | .18 | 84 | 800 | .03 | 108 |
| 25-49 | 84,000 | .25 | 89 | 8,100 | .17 | 82 | 700 | .02 | 115 |
| 25-54 | 93,900 | .25 | 90 | 9,000 | .17 | 82 | 800 | .02 | 113 |
| MEN TOTAL | 147,100 | .25 | 94 | 12,500 | .18 | 86 | 1,300 | .02 | 119 |
| 18-49 | 106,900 | .26 | 87 | 9,000 | .17 | 89 | 1,100 | .02 | 118 |
| 18-34 | 63,200 | .27 | 85 | 5,600 | .17 | 90 | 700 | .02 | 116 |
| 21-49 | 95,400 | .25 | 88 | 7,800 | .16 | 89 | 1,000 | .02 | 118 |
| 25-49 | 79,500 | .24 | 93 | 6,600 | .17 | 87 | 800 | .02 | 117 |
| 25-54 | 88,900 | .24 | 93 | 7,400 | .17 | 86 | 1,000 | .03 | 114 |
| TEENS TOTAL | 31,900 | .24 | 101 | 3,700 | .16 | 92 | 200 | .01 | 129 |
| CHILD TOTAL | 55,200 | .23 | 100 | 6,900 | .17 | 91 | 500 | .01 | 127 |
| 6-11 | 32,900 | .23 | 100 | 4,100 | .17 | 88 | 300 | .01 | 123 |

## LINCOLN-HASTINGS-KEARNEY

| | ALL POP IN TVHH & GROUP QUARTERS | ALL PCT OF US | ALL METRO RANK | BLACK POP IN TVHH & GROUP QUARTERS | BLACK PCT OF US | BLACK METRO RANK | HISPANIC POP IN TVHH & GROUP QUARTERS | HISPANIC PCT OF US | HISPANIC METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 127,500 | .20 | 105 | 1,500 | .02 | 130 | 2,200 | .04 | 94 |
| PERSONS 2+ | 321,500 | .20 | 108 | 5,100 | .02 | 129 | 7,300 | .04 | 93 |
| 18+ | 248,300 | .20 | 105 | 3,400 | .02 | 130 | 4,900 | .04 | 95 |
| 18-49 | 169,900 | .20 | 102 | 2,800 | .02 | 129 | 4,100 | .04 | 92 |
| 12-24 | 71,600 | .23 | 102 | 1,700 | .03 | 125 | 2,100 | .05 | 84 |
| 12-34 | 127,300 | .21 | 101 | 2,600 | .03 | 128 | 3,400 | .04 | 94 |
| 18-34 | 101,900 | .22 | 100 | 1,900 | .03 | 128 | 2,600 | .04 | 94 |
| WOMEN TOTAL | 129,200 | .20 | 106 | 1,300 | .02 | 129 | 2,200 | .04 | 97 |
| 18-49 | 84,600 | .20 | 103 | 1,000 | .02 | 129 | 1,800 | .04 | 94 |
| 12-24 | 35,500 | .23 | 102 | 700 | .03 | 124 | 1,000 | .05 | 82 |
| 18-34 | 50,600 | .22 | 101 | 700 | .02 | 128 | 1,100 | .04 | 96 |
| 25-49 | 61,500 | .18 | 109 | 600 | .01 | 129 | 1,200 | .03 | 100 |
| 25-54 | 68,600 | .18 | 109 | 700 | .01 | 129 | 1,200 | .03 | 103 |
| MEN TOTAL | 119,100 | .20 | 105 | 2,100 | .03 | 129 | 2,700 | .04 | 90 |
| 18-49 | 85,300 | .20 | 102 | 1,800 | .03 | 127 | 2,300 | .05 | 90 |
| 18-34 | 51,300 | .22 | 100 | 1,200 | .04 | 127 | 1,500 | .05 | 91 |
| 21-49 | 75,500 | .20 | 103 | 1,600 | .03 | 127 | 1,900 | .04 | 91 |
| 25-49 | 62,200 | .19 | 107 | 1,200 | .03 | 129 | 1,600 | .04 | 90 |
| 25-54 | 68,900 | .19 | 109 | 1,200 | .03 | 130 | 1,600 | .04 | 93 |
| TEENS TOTAL | 25,400 | .19 | 114 | 700 | .03 | 124 | 800 | .04 | 86 |
| CHILD TOTAL | 47,800 | .20 | 110 | 1,000 | .02 | 126 | 1,600 | .04 | 87 |
| 6-11 | 28,400 | .20 | 108 | 600 | .03 | 124 | 800 | .04 | 94 |

# METRO MARKETS POPULATION SUMMARY

## LITTLE ROCK

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 226,100 | .36 | 67 |
| PERSONS 2+ | 582,600 | .36 | 71 |
| 18+ | 438,900 | .35 | 69 |
| 18-49 | 293,000 | .35 | 70 |
| 12-24 | 115,100 | .37 | 70 |
| 12-34 | 216,300 | .36 | 71 |
| 18-34 | 163,200 | .35 | 73 |
| WOMEN TOTAL | 233,100 | .35 | 69 |
| 18-49 | 150,200 | .36 | 69 |
| 12-24 | 57,400 | .38 | 69 |
| 18-34 | 83,400 | .35 | 70 |
| 25-49 | 118,600 | .35 | 67 |
| 25-54 | 133,600 | .35 | 67 |
| MEN TOTAL | 205,800 | .34 | 71 |
| 18-49 | 142,800 | .34 | 70 |
| 18-34 | 79,800 | .34 | 76 |
| 21-49 | 129,900 | .34 | 69 |
| 25-49 | 112,400 | .34 | 69 |
| 25-54 | 126,600 | .34 | 68 |
| TEENS TOTAL | 53,100 | .40 | 66 |
| CHILD TOTAL | 90,600 | .37 | 68 |
| 6-11 | 54,600 | .38 | 68 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 45,000 | .58 | 45 |
| PERSONS 2+ | 134,600 | .61 | 42 |
| 18+ | 89,800 | .57 | 44 |
| 18-49 | 65,600 | .58 | 45 |
| 12-24 | 34,500 | .69 | 41 |
| 12-34 | 57,500 | .63 | 43 |
| 18-34 | 40,600 | .59 | 44 |
| WOMEN TOTAL | 50,100 | .59 | 42 |
| 18-49 | 35,600 | .59 | 43 |
| 12-24 | 17,500 | .69 | 39 |
| 18-34 | 22,000 | .61 | 42 |
| 25-49 | 26,400 | .57 | 43 |
| 25-54 | 28,800 | .56 | 44 |
| MEN TOTAL | 39,700 | .56 | 46 |
| 18-49 | 30,000 | .56 | 46 |
| 18-34 | 18,600 | .57 | 45 |
| 21-49 | 26,000 | .55 | 46 |
| 25-49 | 21,600 | .54 | 46 |
| 25-54 | 23,500 | .53 | 46 |
| TEENS TOTAL | 16,900 | .74 | 34 |
| CHILD TOTAL | 27,900 | .68 | 41 |
| 6-11 | 17,000 | .71 | 34 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,400 | .03 | 111 |
| PERSONS 2+ | 4,600 | .03 | 111 |
| 18+ | 2,900 | .02 | 112 |
| 18-49 | 2,400 | .03 | 113 |
| 12-24 | 1,000 | .02 | 114 |
| 12-34 | 1,900 | .02 | 114 |
| 18-34 | 1,300 | .02 | 119 |
| WOMEN TOTAL | 1,400 | .02 | 111 |
| 18-49 | 1,200 | .03 | 110 |
| 12-24 | 500 | .02 | 110 |
| 18-34 | 600 | .02 | 114 |
| 25-49 | 1,000 | .03 | 106 |
| 25-54 | 1,100 | .03 | 105 |
| MEN TOTAL | 1,500 | .02 | 113 |
| 18-49 | 1,200 | .02 | 115 |
| 18-34 | 700 | .02 | 116 |
| 21-49 | 1,200 | .03 | 112 |
| 25-49 | 1,000 | .03 | 111 |
| 25-54 | 1,200 | .03 | 109 |
| TEENS TOTAL | 600 | .03 | 101 |
| CHILD TOTAL | 1,100 | .03 | 108 |
| 6-11 | 800 | .04 | 94 |

## LOS ANGELES (BARSTOW, CORONA & SAN BERNARDINO)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,804,200 | 6.08 | 2 |
| PERSONS 2+ | 10,925,000 | 6.68 | 2 |
| 18+ | 8,371,300 | 6.66 | 2 |
| 18-49 | 5,953,100 | 7.08 | 2 |
| 12-24 | 2,245,800 | 7.22 | 2 |
| 12-34 | 4,424,700 | 7.29 | 2 |
| 18-34 | 3,533,200 | 7.47 | 2 |
| WOMEN TOTAL | 4,226,800 | 6.43 | 2 |
| 18-49 | 2,883,600 | 6.82 | 2 |
| 12-24 | 1,060,800 | 6.94 | 2 |
| 18-34 | 1,668,900 | 7.09 | 2 |
| 25-49 | 2,255,600 | 6.73 | 2 |
| 25-54 | 2,517,900 | 6.68 | 2 |
| MEN TOTAL | 4,144,500 | 6.91 | 2 |
| 18-49 | 3,069,500 | 7.33 | 2 |
| 18-34 | 1,864,300 | 7.84 | 2 |
| 21-49 | 2,796,800 | 7.31 | 2 |
| 25-49 | 2,343,200 | 7.13 | 2 |
| 25-54 | 2,597,800 | 7.07 | 2 |
| TEENS TOTAL | 891,500 | 6.67 | 2 |
| CHILD TOTAL | 1,662,200 | 6.82 | 2 |
| 6-11 | 943,800 | 6.60 | 2 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 348,600 | 4.47 | 4 |
| PERSONS 2+ | 929,100 | 4.22 | 4 |
| 18+ | 682,900 | 4.36 | 4 |
| 18-49 | 501,500 | 4.40 | 4 |
| 12-24 | 201,000 | 4.00 | 5 |
| 12-34 | 389,800 | 4.27 | 4 |
| 18-34 | 305,100 | 4.45 | 4 |
| WOMEN TOTAL | 363,200 | 4.25 | 4 |
| 18-49 | 259,900 | 4.29 | 4 |
| 12-24 | 99,600 | 3.93 | 5 |
| 18-34 | 155,000 | 4.32 | 4 |
| 25-49 | 202,100 | 4.35 | 4 |
| 25-54 | 225,100 | 4.35 | 4 |
| MEN TOTAL | 319,700 | 4.50 | 4 |
| 18-49 | 241,600 | 4.53 | 4 |
| 18-34 | 150,100 | 4.60 | 4 |
| 21-49 | 217,900 | 4.59 | 4 |
| 25-49 | 183,100 | 4.60 | 4 |
| 25-54 | 203,600 | 4.62 | 4 |
| TEENS TOTAL | 84,700 | 3.73 | 5 |
| CHILD TOTAL | 161,500 | 3.96 | 3 |
| 6-11 | 91,100 | 3.83 | 5 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 943,800 | 18.85 | 1 |
| PERSONS 2+ | 3,885,700 | 21.99 | 1 |
| 18+ | 2,658,500 | 21.79 | 1 |
| 18-49 | 2,203,300 | 23.03 | 1 |
| 12-24 | 1,047,500 | 24.13 | 1 |
| 12-34 | 1,909,500 | 23.86 | 1 |
| 18-34 | 1,492,000 | 24.35 | 1 |
| WOMEN TOTAL | 1,272,300 | 21.02 | 1 |
| 18-49 | 1,018,300 | 22.16 | 1 |
| 12-24 | 478,300 | 23.22 | 1 |
| 18-34 | 667,700 | 23.26 | 1 |
| 25-49 | 743,300 | 21.54 | 1 |
| 25-54 | 806,100 | 21.25 | 1 |
| MEN TOTAL | 1,386,200 | 22.55 | 1 |
| 18-49 | 1,185,000 | 23.84 | 1 |
| 18-34 | 824,300 | 25.32 | 1 |
| 21-49 | 1,049,700 | 23.60 | 1 |
| 25-49 | 830,000 | 22.74 | 1 |
| 25-54 | 888,100 | 22.39 | 1 |
| TEENS TOTAL | 417,500 | 22.27 | 1 |
| CHILD TOTAL | 809,700 | 22.51 | 1 |
| 6-11 | 452,800 | 21.92 | 1 |

## LOUISVILLE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 367,300 | .59 | 47 |
| PERSONS 2+ | 923,000 | .56 | 50 |
| 18+ | 708,800 | .56 | 49 |
| 18-49 | 457,300 | .54 | 51 |
| 12-24 | 168,000 | .54 | 51 |
| 12-34 | 325,600 | .54 | 51 |
| 18-34 | 245,200 | .52 | 53 |
| WOMEN TOTAL | 379,300 | .58 | 47 |
| 18-49 | 234,700 | .56 | 50 |
| 12-24 | 83,600 | .55 | 51 |
| 18-34 | 125,600 | .53 | 53 |
| 25-49 | 190,300 | .57 | 47 |
| 25-54 | 215,100 | .57 | 48 |
| MEN TOTAL | 329,500 | .55 | 50 |
| 18-49 | 222,600 | .53 | 51 |
| 18-34 | 119,600 | .50 | 53 |
| 21-49 | 204,400 | .53 | 51 |
| 25-49 | 179,400 | .55 | 50 |
| 25-54 | 202,100 | .55 | 50 |
| TEENS TOTAL | 80,400 | .60 | 47 |
| CHILD TOTAL | 133,800 | .55 | 50 |
| 6-11 | 82,000 | .57 | 48 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 45,700 | .59 | 44 |
| PERSONS 2+ | 119,700 | .54 | 49 |
| 18+ | 84,400 | .54 | 48 |
| 18-49 | 58,000 | .51 | 50 |
| 12-24 | 26,500 | .53 | 51 |
| 12-34 | 47,000 | .52 | 51 |
| 18-34 | 33,800 | .49 | 51 |
| WOMEN TOTAL | 47,700 | .56 | 46 |
| 18-49 | 32,100 | .53 | 50 |
| 12-24 | 13,500 | .53 | 51 |
| 18-34 | 18,600 | .52 | 50 |
| 25-49 | 25,000 | .54 | 46 |
| 25-54 | 27,700 | .54 | 46 |
| MEN TOTAL | 36,700 | .52 | 51 |
| 18-49 | 25,900 | .49 | 51 |
| 18-34 | 15,200 | .47 | 54 |
| 21-49 | 23,000 | .48 | 50 |
| 25-49 | 19,700 | .49 | 50 |
| 25-54 | 22,100 | .50 | 49 |
| TEENS TOTAL | 13,200 | .58 | 48 |
| CHILD TOTAL | 22,100 | .54 | 51 |
| 6-11 | 13,600 | .57 | 50 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,800 | .04 | 101 |
| PERSONS 2+ | 5,500 | .03 | 106 |
| 18+ | 4,100 | .03 | 104 |
| 18-49 | 3,200 | .03 | 106 |
| 12-24 | 1,300 | .03 | 109 |
| 12-34 | 2,500 | .03 | 110 |
| 18-34 | 2,100 | .03 | 105 |
| WOMEN TOTAL | 2,000 | .03 | 103 |
| 18-49 | 1,500 | .03 | 103 |
| 12-24 | 600 | .03 | 107 |
| 18-34 | 1,000 | .03 | 103 |
| 25-49 | 1,100 | .03 | 102 |
| 25-54 | 1,200 | .03 | 103 |
| MEN TOTAL | 2,100 | .03 | 104 |
| 18-49 | 1,700 | .03 | 106 |
| 18-34 | 1,100 | .03 | 107 |
| 21-49 | 1,500 | .03 | 106 |
| 25-49 | 1,200 | .03 | 107 |
| 25-54 | 1,300 | .03 | 106 |
| TEENS TOTAL | 400 | .02 | 114 |
| CHILD TOTAL | 1,000 | .03 | 111 |
| 6-11 | 600 | .03 | 107 |

# METRO MARKETS POPULATION SUMMARY

## LUBBOCK

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 82,300 | .13 | 129 |
| PERSONS 2+ | 217,200 | .13 | 129 |
| 18+ | 164,200 | .13 | 128 |
| 18-49 | 116,000 | .14 | 127 |
| 12-24 | 53,900 | .17 | 117 |
| 12-34 | 92,100 | .15 | 123 |
| 18-34 | 73,700 | .16 | 122 |
| WOMEN TOTAL | 84,500 | .13 | 129 |
| 18-49 | 57,400 | .14 | 127 |
| 12-24 | 26,100 | .17 | 121 |
| 18-34 | 35,700 | .15 | 123 |
| 25-49 | 40,300 | .12 | 129 |
| 25-54 | 45,300 | .12 | 129 |
| MEN TOTAL | 79,700 | .13 | 128 |
| 18-49 | 58,600 | .14 | 127 |
| 18-34 | 38,000 | .16 | 118 |
| 21-49 | 51,300 | .13 | 127 |
| 25-49 | 40,200 | .12 | 129 |
| 25-54 | 44,600 | .12 | 129 |
| TEENS TOTAL | 18,400 | .14 | 130 |
| CHILD TOTAL | 34,600 | .14 | 128 |
| 6-11 | 20,600 | .14 | 128 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 6,500 | .07 | 108 |
| PERSONS 2+ | 16,200 | .07 | 106 |
| 18+ | 11,000 | .07 | 107 |
| 18-49 | 8,100 | .07 | 106 |
| 12-24 | 4,100 | .08 | 106 |
| 12-34 | 7,100 | .08 | 106 |
| 18-34 | 5,200 | .08 | 106 |
| WOMEN TOTAL | 5,800 | .07 | 107 |
| 18-49 | 4,200 | .07 | 106 |
| 12-24 | 2,000 | .08 | 106 |
| 18-34 | 2,700 | .08 | 104 |
| 25-49 | 3,100 | .07 | 107 |
| 25-54 | 3,400 | .07 | 106 |
| MEN TOTAL | 5,200 | .07 | 108 |
| 18-49 | 3,900 | .07 | 108 |
| 18-34 | 2,500 | .08 | 108 |
| 21-49 | 3,500 | .07 | 108 |
| 25-49 | 2,800 | .07 | 108 |
| 25-54 | 3,000 | .07 | 108 |
| TEENS TOTAL | 1,900 | .08 | 104 |
| CHILD TOTAL | 3,300 | .08 | 105 |
| 6-11 | 2,000 | .08 | 105 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 14,300 | .29 | 43 |
| PERSONS 2+ | 50,400 | .29 | 42 |
| 18+ | 32,400 | .27 | 40 |
| 18-49 | 26,100 | .27 | 40 |
| 12-24 | 13,100 | .30 | 40 |
| 12-34 | 23,000 | .29 | 40 |
| 18-34 | 17,000 | .28 | 39 |
| WOMEN TOTAL | 16,200 | .27 | 42 |
| 18-49 | 12,900 | .28 | 41 |
| 12-24 | 6,500 | .32 | 38 |
| 18-34 | 8,300 | .29 | 40 |
| 25-49 | 9,400 | .27 | 42 |
| 25-54 | 10,200 | .27 | 42 |
| MEN TOTAL | 16,200 | .26 | 40 |
| 18-49 | 13,200 | .27 | 39 |
| 18-34 | 8,700 | .27 | 39 |
| 21-49 | 11,700 | .26 | 39 |
| 25-49 | 9,600 | .26 | 42 |
| 25-54 | 10,300 | .26 | 42 |
| TEENS TOTAL | 6,000 | .32 | 39 |
| CHILD TOTAL | 12,000 | .33 | 41 |
| 6-11 | 7,100 | .34 | 40 |

## MACON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 108,100 | .17 | 117 |
| PERSONS 2+ | 286,300 | .18 | 115 |
| 18+ | 214,400 | .17 | 115 |
| 18-49 | 143,300 | .17 | 113 |
| 12-24 | 57,100 | .18 | 112 |
| 12-34 | 106,700 | .18 | 113 |
| 18-34 | 80,400 | .17 | 113 |
| WOMEN TOTAL | 114,800 | .17 | 115 |
| 18-49 | 73,700 | .17 | 113 |
| 12-24 | 28,900 | .19 | 112 |
| 18-34 | 41,300 | .18 | 112 |
| 25-49 | 57,700 | .17 | 114 |
| 25-54 | 65,600 | .17 | 113 |
| MEN TOTAL | 99,600 | .17 | 118 |
| 18-49 | 69,600 | .17 | 116 |
| 18-34 | 39,100 | .16 | 116 |
| 21-49 | 63,300 | .17 | 116 |
| 25-49 | 54,800 | .17 | 116 |
| 25-54 | 61,800 | .17 | 116 |
| TEENS TOTAL | 26,300 | .20 | 110 |
| CHILD TOTAL | 45,600 | .19 | 111 |
| 6-11 | 27,300 | .19 | 112 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 33,900 | .43 | 56 |
| PERSONS 2+ | 99,700 | .45 | 53 |
| 18+ | 69,200 | .44 | 54 |
| 18-49 | 49,500 | .43 | 55 |
| 12-24 | 23,500 | .47 | 55 |
| 12-34 | 40,900 | .45 | 54 |
| 18-34 | 29,600 | .43 | 57 |
| WOMEN TOTAL | 39,100 | .46 | 52 |
| 18-49 | 27,200 | .45 | 53 |
| 12-24 | 12,300 | .49 | 54 |
| 18-34 | 16,300 | .45 | 55 |
| 25-49 | 20,400 | .44 | 53 |
| 25-54 | 22,600 | .44 | 53 |
| MEN TOTAL | 30,100 | .42 | 56 |
| 18-49 | 22,300 | .42 | 57 |
| 18-34 | 13,300 | .41 | 60 |
| 21-49 | 19,800 | .42 | 57 |
| 25-49 | 16,900 | .42 | 56 |
| 25-54 | 18,600 | .42 | 56 |
| TEENS TOTAL | 11,300 | .50 | 53 |
| CHILD TOTAL | 19,200 | .47 | 55 |
| 6-11 | 11,600 | .49 | 55 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 800 | .02 | 124 |
| PERSONS 2+ | 2,800 | .02 | 127 |
| 18+ | 2,000 | .02 | 123 |
| 18-49 | 1,500 | .02 | 125 |
| 12-24 | 600 | .01 | 129 |
| 12-34 | 1,400 | .02 | 125 |
| 18-34 | 1,000 | .02 | 125 |
| WOMEN TOTAL | 900 | .01 | 122 |
| 18-49 | 700 | .02 | 124 |
| 12-24 | 300 | .01 | 125 |
| 18-34 | 500 | .02 | 120 |
| 25-49 | 600 | .02 | 117 |
| 25-54 | 600 | .02 | 118 |
| MEN TOTAL | 1,100 | .02 | 122 |
| 18-49 | 800 | .02 | 124 |
| 18-34 | 500 | .02 | 124 |
| 21-49 | 700 | .02 | 123 |
| 25-49 | 700 | .02 | 120 |
| 25-54 | 800 | .02 | 118 |
| TEENS TOTAL | 400 | .02 | 114 |
| CHILD TOTAL | 400 | .01 | 136 |
| 6-11 | 300 | .01 | 123 |

## MADISON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 143,300 | .23 | 99 |
| PERSONS 2+ | 356,800 | .22 | 100 |
| 18+ | 283,300 | .23 | 100 |
| 18-49 | 210,200 | .25 | 90 |
| 12-24 | 80,600 | .26 | 93 |
| 12-34 | 151,500 | .25 | 90 |
| 18-34 | 126,900 | .27 | 85 |
| WOMEN TOTAL | 145,700 | .22 | 101 |
| 18-49 | 105,100 | .25 | 93 |
| 12-24 | 40,100 | .26 | 94 |
| 18-34 | 63,100 | .27 | 86 |
| 25-49 | 77,100 | .23 | 98 |
| 25-54 | 84,700 | .22 | 99 |
| MEN TOTAL | 137,600 | .23 | 99 |
| 18-49 | 105,100 | .25 | 89 |
| 18-34 | 63,800 | .27 | 83 |
| 21-49 | 93,800 | .25 | 90 |
| 25-49 | 77,100 | .23 | 96 |
| 25-54 | 84,500 | .23 | 98 |
| TEENS TOTAL | 24,600 | .18 | 116 |
| CHILD TOTAL | 48,900 | .20 | 107 |
| 6-11 | 28,300 | .20 | 109 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,400 | .04 | 119 |
| PERSONS 2+ | 10,500 | .05 | 117 |
| 18+ | 6,700 | .04 | 119 |
| 18-49 | 5,900 | .05 | 115 |
| 12-24 | 2,800 | .06 | 117 |
| 12-34 | 5,000 | .05 | 114 |
| 18-34 | 3,800 | .06 | 114 |
| WOMEN TOTAL | 3,100 | .04 | 120 |
| 18-49 | 2,700 | .04 | 117 |
| 12-24 | 1,400 | .06 | 113 |
| 18-34 | 1,800 | .05 | 114 |
| 25-49 | 1,900 | .04 | 117 |
| 25-54 | 2,000 | .04 | 118 |
| MEN TOTAL | 3,600 | .05 | 119 |
| 18-49 | 3,200 | .06 | 114 |
| 18-34 | 2,000 | .06 | 114 |
| 21-49 | 2,800 | .06 | 114 |
| 25-49 | 2,400 | .06 | 113 |
| 25-54 | 2,500 | .06 | 113 |
| TEENS TOTAL | 1,200 | .05 | 116 |
| CHILD TOTAL | 2,600 | .06 | 114 |
| 6-11 | 1,400 | .06 | 115 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,800 | .04 | 101 |
| PERSONS 2+ | 5,800 | .03 | 105 |
| 18+ | 3,900 | .03 | 105 |
| 18-49 | 3,400 | .04 | 102 |
| 12-24 | 1,800 | .04 | 95 |
| 12-34 | 3,200 | .04 | 98 |
| 18-34 | 2,500 | .04 | 95 |
| WOMEN TOTAL | 1,800 | .03 | 105 |
| 18-49 | 1,500 | .03 | 103 |
| 12-24 | 700 | .03 | 98 |
| 18-34 | 1,100 | .04 | 96 |
| 25-49 | 1,000 | .03 | 106 |
| 25-54 | 1,100 | .03 | 105 |
| MEN TOTAL | 2,100 | .03 | 104 |
| 18-49 | 1,900 | .04 | 100 |
| 18-34 | 1,400 | .04 | 95 |
| 21-49 | 1,700 | .04 | 98 |
| 25-49 | 1,300 | .04 | 102 |
| 25-54 | 1,400 | .04 | 101 |
| TEENS TOTAL | 700 | .04 | 94 |
| CHILD TOTAL | 1,200 | .03 | 100 |
| 6-11 | 600 | .03 | 107 |

# METRO MARKETS POPULATION SUMMARY

## MCALLEN-BROWNSVILLE: LRGV

TV HOUSEHOLDS 181,400 .29 82

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 637,400 | .39 | 63 |
| 18+ | 421,300 | .33 | 72 |
| 18-49 | 28[illegible],600 | .34 | 72 |
| 12-24 | 158,100 | .51 | 55 |
| 12-34 | 251,900 | .42 | 61 |
| 18-34 | 166,500 | .35 | 70 |
| WOMEN TOTAL | 224,900 | .34 | 70 |
| 18-49 | 149,100 | .35 | 70 |
| 12-24 | 79,000 | .52 | 56 |
| 18-34 | 86,300 | .37 | 69 |
| 25-49 | 112,100 | .33 | 71 |
| 25-54 | 125,600 | .33 | 69 |
| MEN TOTAL | 196,400 | .33 | 73 |
| 18-49 | 134,500 | .32 | 76 |
| 18-34 | 80,200 | .34 | 75 |
| 21-49 | 118,100 | .31 | 77 |
| 25-49 | 98,800 | .30 | 77 |
| 25-54 | 110,300 | .30 | 78 |
| TEENS TOTAL | 85,400 | .64 | 43 |
| CHILD TOTAL | 130,700 | .54 | 51 |
| 6-11 | 80,700 | .56 | 49 |

TV HOUSEHOLDS 400 .01 142

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 1,200 | .01 | 142 |
| 18+ | 800 | .01 | 141 |
| 18-49 | 600 | .01 | 143 |
| 12-24 | 400 | .01 | 141 |
| 12-34 | 400 | - | 146 |
| 18-34 | 400 | .01 | 142 |
| WOMEN TOTAL | 400 | - | 141 |
| 18-49 | 200 | - | 141 |
| 12-24 | 200 | .01 | 136 |
| 18-34 | 200 | .01 | 139 |
| 25-49 | | | 152 |
| 25-54 | 200 | - | 140 |
| MEN TOTAL | 400 | .01 | 144 |
| 18-49 | 400 | .01 | 143 |
| 18-34 | 200 | .01 | 145 |
| 21-49 | 400 | .01 | 140 |
| 25-49 | 200 | .01 | 145 |
| 25-54 | 200 | - | 147 |
| TEENS TOTAL | | | 153 |
| CHILD TOTAL | 400 | .01 | 137 |
| 6-11 | 300 | .01 | 134 |

TV HOUSEHOLDS 136,500 2.73 9

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 537,000 | 3.04 | 8 |
| 18+ | 339,100 | 2.78 | 10 |
| 18-49 | 250,000 | 2.61 | 10 |
| 12-24 | 142,300 | 3.28 | 7 |
| 12-34 | 227,200 | 2.84 | 9 |
| 18-34 | 150,000 | 2.45 | 10 |
| WOMEN TOTAL | 182,200 | 3.01 | 7 |
| 18-49 | 132,300 | 2.88 | 9 |
| 12-24 | 72,000 | 3.49 | 7 |
| 18-34 | 78,300 | 2.73 | 9 |
| 25-49 | 98,500 | 2.85 | 8 |
| 25-54 | 109,400 | 2.88 | 7 |
| MEN TOTAL | 156,900 | 2.55 | 10 |
| 18-49 | 117,700 | 2.37 | 10 |
| 18-34 | 71,700 | 2.20 | 10 |
| 21-49 | 103,000 | 2.32 | 10 |
| 25-49 | 86,400 | 2.37 | 10 |
| 25-54 | 95,500 | 2.41 | 10 |
| TEENS TOTAL | 77,200 | 4.12 | 5 |
| CHILD TOTAL | 120,700 | 3.36 | 8 |
| 6-11 | 74,100 | 3.59 | 6 |

## MEDFORD

TV HOUSEHOLDS 56,900 .09 144

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 141,300 | .09 | 145 |
| 18+ | 108,600 | .09 | 145 |
| 18-49 | 64,600 | .08 | 145 |
| 12-24 | 23,700 | .08 | 147 |
| 12-34 | 43,000 | .07 | 147 |
| 18-34 | 31,000 | .07 | 147 |
| WOMEN TOTAL | 56,400 | .09 | 145 |
| 18-49 | 32,700 | .08 | 145 |
| 12-24 | 11,700 | .08 | 145 |
| 18-34 | 15,700 | .07 | 146 |
| 25-49 | 26,900 | .08 | 145 |
| 25-54 | 30,600 | .08 | 145 |
| MEN TOTAL | 52,200 | .09 | 145 |
| 18-49 | 31,900 | .08 | 146 |
| 18-34 | 15,300 | .06 | 148 |
| 21-49 | 29,300 | .08 | 145 |
| 25-49 | 26,000 | .08 | 145 |
| 25-54 | 29,500 | .08 | 145 |
| TEENS TOTAL | 12,000 | .09 | 145 |
| CHILD TOTAL | 20,700 | .08 | 144 |
| 6-11 | 12,500 | .09 | 144 |

TV HOUSEHOLDS 100 - 152

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 300 | - | 153 |
| 18+ | 200 | - | 151 |
| 18-49 | 200 | - | 151 |
| 12-24 | | | 156 |
| 12-34 | 200 | - | 152 |
| 18-34 | 200 | - | 148 |
| WOMEN TOTAL | 100 | - | 148 |
| 18-49 | 100 | - | 147 |
| 12-24 | | | 150 |
| 18-34 | 100 | - | 142 |
| 25-49 | 100 | - | 145 |
| 25-54 | 100 | - | 146 |
| MEN TOTAL | 100 | - | 154 |
| 18-49 | 100 | - | 154 |
| 18-34 | 100 | - | 151 |
| 21-49 | 100 | - | 151 |
| 25-49 | 100 | - | 150 |
| 25-54 | 100 | - | 150 |
| TEENS TOTAL | | | 153 |
| CHILD TOTAL | 100 | - | 149 |
| 6-11 | 100 | - | 142 |

TV HOUSEHOLDS 1,600 .03 105

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 5,900 | .03 | 103 |
| 18+ | 3,600 | .03 | 107 |
| 18-49 | 3,000 | .03 | 108 |
| 12-24 | 1,500 | .03 | 102 |
| 12-34 | 2,700 | .03 | 104 |
| 18-34 | 1,900 | .03 | 109 |
| WOMEN TOTAL | 1,600 | .03 | 108 |
| 18-49 | 1,300 | .03 | 107 |
| 12-24 | 700 | .03 | 98 |
| 18-34 | 800 | .03 | 108 |
| 25-49 | 1,000 | .03 | 106 |
| 25-54 | 1,100 | .03 | 105 |
| MEN TOTAL | 2,000 | .03 | 107 |
| 18-49 | 1,700 | .03 | 106 |
| 18-34 | 1,100 | .03 | 107 |
| 21-49 | 1,600 | .04 | 103 |
| 25-49 | 1,300 | .04 | 102 |
| 25-54 | 1,400 | .04 | 101 |
| TEENS TOTAL | 800 | .04 | 86 |
| CHILD TOTAL | 1,500 | .04 | 92 |
| 6-11 | 900 | .04 | 87 |

## MEMPHIS

TV HOUSEHOLDS 362,600 .58 49

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 961,800 | .59 | 44 |
| 18+ | 716,200 | .57 | 46 |
| 18-49 | 493,500 | .59 | 43 |
| 12-24 | 193,700 | .62 | 42 |
| 12-34 | 365,700 | .60 | 42 |
| 18-34 | 277,900 | .59 | 44 |
| WOMEN TOTAL | 383,600 | .58 | 46 |
| 18-49 | 254,500 | .60 | 43 |
| 12-24 | 95,500 | .63 | 42 |
| 18-34 | 142,200 | .60 | 42 |
| 25-49 | 202,200 | .60 | 43 |
| 25-54 | 226,500 | .60 | 44 |
| MEN TOTAL | 332,600 | .55 | 49 |
| 18-49 | 239,000 | .57 | 45 |
| 18-34 | 135,700 | .57 | 45 |
| 21-49 | 215,300 | .56 | 45 |
| 25-49 | 185,400 | .56 | 45 |
| 25-54 | 206,600 | .56 | 48 |
| TEENS TOTAL | 87,800 | .66 | 40 |
| CHILD TOTAL | 157,800 | .65 | 40 |
| 6-11 | 93,300 | .65 | 40 |

TV HOUSEHOLDS 130,700 1.67 16

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 386,300 | 1.76 | 15 |
| 18+ | 264,600 | 1.69 | 15 |
| 18-49 | 191,000 | 1.68 | 15 |
| 12-24 | 90,800 | 1.81 | 14 |
| 12-34 | 159,500 | 1.75 | 14 |
| 18-34 | 115,400 | 1.68 | 14 |
| WOMEN TOTAL | 148,600 | 1.74 | 15 |
| 18-49 | 104,400 | 1.72 | 15 |
| 12-24 | 46,000 | 1.82 | 13 |
| 18-34 | 62,300 | 1.74 | 14 |
| 25-49 | 80,200 | 1.72 | 14 |
| 25-54 | 88,900 | 1.72 | 14 |
| MEN TOTAL | 116,000 | 1.63 | 15 |
| 18-49 | 86,600 | 1.62 | 15 |
| 18-34 | 53,100 | 1.63 | 14 |
| 21-49 | 76,500 | 1.61 | 15 |
| 25-49 | 64,100 | 1.61 | 16 |
| 25-54 | 70,500 | 1.60 | 16 |
| TEENS TOTAL | 44,100 | 1.94 | 13 |
| CHILD TOTAL | 77,600 | 1.90 | 13 |
| 6-11 | 46,100 | 1.94 | 12 |

TV HOUSEHOLDS 2,300 .05 87

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 7,700 | .04 | 86 |
| 18+ | 5,700 | .05 | 81 |
| 18-49 | 4,700 | .05 | 82 |
| 12-24 | 2,100 | .05 | 84 |
| 12-34 | 3,900 | .05 | 84 |
| 18-34 | 3,100 | .05 | 84 |
| WOMEN TOTAL | 2,400 | .04 | 91 |
| 18-49 | 1,900 | .04 | 88 |
| 12-24 | 700 | .03 | 98 |
| 18-34 | 1,200 | .04 | 91 |
| 25-49 | 1,500 | .04 | 82 |
| 25-54 | 1,600 | .04 | 83 |
| MEN TOTAL | 3,300 | .05 | 79 |
| 18-49 | 2,800 | .06 | 79 |
| 18-34 | 1,900 | .06 | 78 |
| 21-49 | 2,300 | .05 | 81 |
| 25-49 | 1,900 | .05 | 81 |
| 25-54 | 2,000 | .05 | 83 |
| TEENS TOTAL | 800 | .04 | 86 |
| CHILD TOTAL | 1,200 | .03 | 100 |
| 6-11 | 700 | .03 | 100 |

# METRO MARKETS POPULATION SUMMARY

## MIAMI-FT.LAUDERDALE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 704,700 | 1.13 | 24 |
| PERSONS 2+ | 1,918,000 | 1.17 | 22 |
| 18+ | 1,496,700 | 1.19 | 22 |
| 18-49 | 930,000 | 1.11 | 22 |
| 12-24 | 343,100 | 1.10 | 20 |
| 12-34 | 670,200 | 1.10 | 21 |
| 18-34 | 517,900 | 1.09 | 22 |
| WOMEN TOTAL | 796,500 | 1.21 | 22 |
| 18-49 | 475,500 | 1.12 | 22 |
| 12-24 | 169,200 | 1.11 | 20 |
| 18-34 | 262,300 | 1.11 | 20 |
| 25-49 | 379,900 | 1.13 | 22 |
| 25-54 | 436,200 | 1.16 | 22 |
| MEN TOTAL | 700,200 | 1.17 | 23 |
| 18-49 | 454,500 | 1.09 | 23 |
| 18-34 | 255,600 | 1.08 | 22 |
| 21-49 | 416,500 | 1.09 | 23 |
| 25-49 | 359,300 | 1.09 | 24 |
| 25-54 | 410,900 | 1.12 | 23 |
| TEENS TOTAL | 152,300 | 1.14 | 21 |
| CHILD TOTAL | 269,000 | 1.10 | 22 |
| 6-11 | 154,600 | 1.08 | 22 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 115,900 | 1.49 | 17 |
| PERSONS 2+ | 369,100 | 1.68 | 16 |
| 18+ | 253,100 | 1.62 | 17 |
| 18-49 | 189,800 | 1.67 | 16 |
| 12-24 | 82,800 | 1.65 | 15 |
| 12-34 | 150,200 | 1.65 | 16 |
| 18-34 | 110,500 | 1.61 | 16 |
| WOMEN TOTAL | 137,100 | 1.60 | 17 |
| 18-49 | 101,100 | 1.67 | 16 |
| 12-24 | 42,400 | 1.67 | 15 |
| 18-34 | 58,900 | 1.64 | 16 |
| 25-49 | 78,500 | 1.69 | 16 |
| 25-54 | 87,500 | 1.69 | 15 |
| MEN TOTAL | 116,000 | 1.63 | 15 |
| 18-49 | 88,700 | 1.66 | 14 |
| 18-34 | 51,600 | 1.58 | 16 |
| 21-49 | 79,700 | 1.68 | 13 |
| 25-49 | 68,200 | 1.71 | 13 |
| 25-54 | 76,200 | 1.73 | 13 |
| TEENS TOTAL | 39,700 | 1.75 | 14 |
| CHILD TOTAL | 76,300 | 1.87 | 14 |
| 6-11 | 43,700 | 1.84 | 14 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 339,000 | 6.77 | 3 |
| PERSONS 2+ | 986,400 | 5.58 | 3 |
| 18+ | 789,300 | 6.47 | 3 |
| 18-49 | 484,400 | 5.06 | 3 |
| 12-24 | 172,300 | 3.97 | 5 |
| 12-34 | 349,000 | 4.36 | 5 |
| 18-34 | 272,900 | 4.45 | 5 |
| WOMEN TOTAL | 419,100 | 6.92 | 3 |
| 18-49 | 247,300 | 5.38 | 3 |
| 12-24 | 84,700 | 4.11 | 5 |
| 18-34 | 137,000 | 4.77 | 4 |
| 25-49 | 199,100 | 5.77 | 3 |
| 25-54 | 231,700 | 6.11 | 3 |
| MEN TOTAL | 370,200 | 6.02 | 3 |
| 18-49 | 237,100 | 4.77 | 4 |
| 18-34 | 135,900 | 4.17 | 5 |
| 21-49 | 218,200 | 4.91 | 4 |
| 25-49 | 189,100 | 5.18 | 4 |
| 25-54 | 218,600 | 5.51 | 3 |
| TEENS TOTAL | 76,100 | 4.06 | 6 |
| CHILD TOTAL | 121,000 | 3.36 | 7 |
| 6-11 | 71,000 | 3.44 | 7 |

## MILWAUKEE (KENOSHA & RACINE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 537,400 | .86 | 29 |
| PERSONS 2+ | 1,383,500 | .85 | 31 |
| 18+ | 1,051,800 | .84 | 32 |
| 18-49 | 686,500 | .82 | 33 |
| 12-24 | 254,900 | .82 | 35 |
| 12-34 | 499,100 | .82 | 34 |
| 18-34 | 383,600 | .81 | 33 |
| WOMEN TOTAL | 557,200 | .85 | 31 |
| 18-49 | 350,000 | .83 | 32 |
| 12-24 | 127,100 | .83 | 35 |
| 18-34 | 195,000 | .83 | 33 |
| 25-49 | 279,400 | .83 | 31 |
| 25-54 | 314,400 | .83 | 31 |
| MEN TOTAL | 494,600 | .82 | 33 |
| 18-49 | 336,500 | .80 | 33 |
| 18-34 | 188,600 | .79 | 34 |
| 21-49 | 309,400 | .81 | 32 |
| 25-49 | 267,700 | .81 | 32 |
| 25-54 | 300,100 | .82 | 32 |
| TEENS TOTAL | 115,500 | .86 | 30 |
| CHILD TOTAL | 216,200 | .89 | 31 |
| 6-11 | 128,600 | .90 | 31 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 63,900 | .82 | 29 |
| PERSONS 2+ | 190,300 | .86 | 24 |
| 18+ | 120,000 | .77 | 30 |
| 18-49 | 93,100 | .82 | 26 |
| 12-24 | 47,500 | .94 | 22 |
| 12-34 | 81,800 | .90 | 22 |
| 18-34 | 58,000 | .85 | 26 |
| WOMEN TOTAL | 67,800 | .79 | 29 |
| 18-49 | 52,500 | .87 | 23 |
| 12-24 | 24,500 | .97 | 22 |
| 18-34 | 32,600 | .91 | 23 |
| 25-49 | 39,700 | .85 | 24 |
| 25-54 | 43,700 | .85 | 24 |
| MEN TOTAL | 52,200 | .73 | 33 |
| 18-49 | 40,600 | .76 | 29 |
| 18-34 | 25,400 | .78 | 30 |
| 21-49 | 35,700 | .75 | 30 |
| 25-49 | 29,700 | .75 | 30 |
| 25-54 | 32,800 | .74 | 31 |
| TEENS TOTAL | 23,800 | 1.05 | 20 |
| CHILD TOTAL | 46,500 | 1.14 | 18 |
| 6-11 | 26,900 | 1.13 | 18 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 14,500 | .29 | 42 |
| PERSONS 2+ | 51,200 | .29 | 40 |
| 18+ | 31,300 | .26 | 42 |
| 18-49 | 25,400 | .27 | 41 |
| 12-24 | 13,000 | .30 | 41 |
| 12-34 | 23,000 | .29 | 40 |
| 18-34 | 16,600 | .27 | 41 |
| WOMEN TOTAL | 15,300 | .25 | 43 |
| 18-49 | 12,300 | .27 | 43 |
| 12-24 | 6,500 | .32 | 38 |
| 18-34 | 8,000 | .28 | 41 |
| 25-49 | 9,000 | .26 | 43 |
| 25-54 | 9,700 | .26 | 43 |
| MEN TOTAL | 16,000 | .26 | 41 |
| 18-49 | 13,100 | .26 | 40 |
| 18-34 | 8,600 | .26 | 40 |
| 21-49 | 11,700 | .26 | 39 |
| 25-49 | 9,800 | .27 | 40 |
| 25-54 | 10,500 | .26 | 41 |
| TEENS TOTAL | 6,400 | .34 | 37 |
| CHILD TOTAL | 13,500 | .38 | 37 |
| 6-11 | 7,900 | .38 | 36 |

## MINNEAPOLIS-ST. PAUL (ST. CLOUD)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 960,100 | 1.53 | 13 |
| PERSONS 2+ | 2,440,200 | 1.49 | 14 |
| 18+ | 1,858,000 | 1.48 | 14 |
| 18-49 | 1,319,100 | 1.57 | 14 |
| 12-24 | 439,600 | 1.41 | 13 |
| 12-34 | 933,700 | 1.54 | 13 |
| 18-34 | 742,400 | 1.57 | 13 |
| WOMEN TOTAL | 964,600 | 1.47 | 13 |
| 18-49 | 662,700 | 1.57 | 13 |
| 12-24 | 219,800 | 1.44 | 13 |
| 18-34 | 373,000 | 1.59 | 13 |
| 25-49 | 536,400 | 1.60 | 13 |
| 25-54 | 594,200 | 1.58 | 13 |
| MEN TOTAL | 893,400 | 1.49 | 14 |
| 18-49 | 656,400 | 1.57 | 14 |
| 18-34 | 369,400 | 1.55 | 14 |
| 21-49 | 610,800 | 1.60 | 14 |
| 25-49 | 534,400 | 1.63 | 14 |
| 25-54 | 591,100 | 1.61 | 13 |
| TEENS TOTAL | 191,300 | 1.43 | 13 |
| CHILD TOTAL | 390,900 | 1.60 | 12 |
| 6-11 | 227,600 | 1.59 | 12 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 31,900 | .41 | 57 |
| PERSONS 2+ | 89,600 | .41 | 59 |
| 18+ | 57,900 | .37 | 62 |
| 18-49 | 47,800 | .42 | 56 |
| 12-24 | 21,400 | .43 | 60 |
| 12-34 | 40,800 | .45 | 55 |
| 18-34 | 30,800 | .45 | 55 |
| WOMEN TOTAL | 28,300 | .33 | 64 |
| 18-49 | 23,000 | .38 | 61 |
| 12-24 | 10,500 | .41 | 59 |
| 18-34 | 15,300 | .43 | 56 |
| 25-49 | 17,100 | .37 | 61 |
| 25-54 | 18,300 | .35 | 62 |
| MEN TOTAL | 29,600 | .42 | 57 |
| 18-49 | 24,800 | .47 | 53 |
| 18-34 | 15,500 | .47 | 53 |
| 21-49 | 22,500 | .47 | 53 |
| 25-49 | 19,300 | .48 | 51 |
| 25-54 | 20,700 | .47 | 53 |
| TEENS TOTAL | 10,000 | .44 | 58 |
| CHILD TOTAL | 21,700 | .53 | 52 |
| 6-11 | 11,900 | .50 | 54 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 11,000 | .22 | 45 |
| PERSONS 2+ | 38,000 | .22 | 46 |
| 18+ | 24,000 | .20 | 46 |
| 18-49 | 19,600 | .20 | 47 |
| 12-24 | 9,000 | .21 | 49 |
| 12-34 | 17,100 | .21 | 47 |
| 18-34 | 12,800 | .21 | 47 |
| WOMEN TOTAL | 11,400 | .19 | 45 |
| 18-49 | 9,200 | .20 | 46 |
| 12-24 | 4,500 | .22 | 46 |
| 18-34 | 6,000 | .21 | 47 |
| 25-49 | 6,900 | .20 | 45 |
| 25-54 | 7,400 | .20 | 45 |
| MEN TOTAL | 12,600 | .20 | 46 |
| 18-49 | 10,400 | .21 | 47 |
| 18-34 | 6,800 | .21 | 47 |
| 21-49 | 9,500 | .21 | 47 |
| 25-49 | 8,000 | .22 | 45 |
| 25-54 | 8,700 | .22 | 45 |
| TEENS TOTAL | 4,300 | .23 | 46 |
| CHILD TOTAL | 9,700 | .27 | 44 |
| 6-11 | 5,500 | .27 | 44 |

## MISSOULA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 47,400 | .08 | 147 |
| PERSONS 2+ | 119,400 | .07 | 147 |
| 18+ | 89,700 | .07 | 147 |
| 18-49 | 58,800 | .07 | 147 |
| 12-24 | 23,100 | .07 | 149 |
| 12-34 | 41,400 | .07 | 148 |
| 18-34 | 30,700 | .06 | 149 |
| WOMEN TOTAL | 46,300 | .07 | 147 |
| 18-49 | 29,600 | .07 | 147 |
| 12-24 | 11,300 | .07 | 147 |
| 18-34 | 15,600 | .07 | 148 |
| 25-49 | 23,400 | .07 | 147 |
| 25-54 | 26,300 | .07 | 147 |
| MEN TOTAL | 43,400 | .07 | 147 |
| 18-49 | 29,200 | .07 | 149 |
| 18-34 | 15,100 | .06 | 149 |
| 21-49 | 26,500 | .07 | 149 |
| 25-49 | 22,000 | .07 | 147 |
| 25-54 | 26,000 | .07 | 147 |
| TEENS TOTAL | 10,700 | .08 | 147 |
| CHILD TOTAL | 19,000 | .08 | 146 |
| 6-11 | 11,600 | .08 | 146 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 100 | - | 152 |
| PERSONS 2+ | 200 | - | 155 |
| 18+ | 100 | - | 156 |
| 18-49 | 100 | - | 156 |
| 12-24 | 200 | - | 148 |
| 12-34 | 200 | - | 152 |
| 18-34 | 100 | - | 154 |
| WOMEN TOTAL | | | 153 |
| 18-49 | | | 153 |
| 12-24 | 100 | - | 142 |
| 18-34 | | | 151 |
| 25-49 | | | 152 |
| 25-54 | | | 153 |
| MEN TOTAL | 100 | - | 154 |
| 18-49 | 100 | - | 154 |
| 18-34 | 100 | - | 151 |
| 21-49 | 100 | - | 151 |
| 25-49 | | | 156 |
| 25-54 | | | 156 |
| TEENS TOTAL | 100 | - | 147 |
| CHILD TOTAL | | | 154 |
| 6-11 | | | 149 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 600 | .01 | 137 |
| PERSONS 2+ | 1,600 | .01 | 138 |
| 18+ | 1,000 | .01 | 143 |
| 18-49 | 900 | .01 | 141 |
| 12-24 | 300 | .01 | 143 |
| 12-34 | 600 | .01 | 144 |
| 18-34 | 600 | .01 | 143 |
| WOMEN TOTAL | 500 | .01 | 139 |
| 18-49 | 400 | .01 | 141 |
| 12-24 | 100 | - | 144 |
| 18-34 | 200 | .01 | 144 |
| 25-49 | 300 | .01 | 139 |
| 25-54 | 400 | .01 | 133 |
| MEN TOTAL | 500 | .01 | 144 |
| 18-49 | 600 | .01 | 138 |
| 18-34 | 300 | .01 | 139 |
| 21-49 | 500 | .01 | 135 |
| 25-49 | 400 | .01 | 136 |
| 25-54 | 400 | .01 | 137 |
| TEENS TOTAL | 100 | .01 | 140 |
| CHILD TOTAL | 700 | .02 | 116 |
| 6-11 | 400 | .02 | 114 |

## MOBILE-PENSACOLA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 307,400 | .49 | 56 |
| PERSONS 2+ | 806,300 | .49 | 55 |
| 18+ | 605,800 | .48 | 55 |
| 18-49 | 391,400 | .47 | 58 |
| 12-24 | 168,800 | .51 | 54 |
| 12-34 | 292,200 | .48 | 57 |
| 18-34 | 218,100 | .46 | 58 |
| WOMEN TOTAL | 321,100 | .49 | 55 |
| 18-49 | 200,700 | .47 | 57 |
| 12-24 | 78,300 | .51 | 57 |
| 18-34 | 110,900 | .47 | 57 |
| 25-49 | 158,400 | .47 | 57 |
| 25-54 | 180,400 | .48 | 57 |
| MEN TOTAL | 284,700 | .47 | 57 |
| 18-49 | 190,700 | .48 | 58 |
| 18-34 | 107,200 | .45 | 58 |
| 21-49 | 172,700 | .48 | 58 |
| 25-49 | 148,300 | .45 | 58 |
| 25-54 | 168,500 | .46 | 58 |
| TEENS TOTAL | 74,100 | .55 | 51 |
| CHILD TOTAL | 126,400 | .52 | 53 |
| 6-11 | 75,600 | .53 | 53 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 60,900 | .78 | 32 |
| PERSONS 2+ | 179,600 | .82 | 28 |
| 18+ | 120,900 | .77 | 29 |
| 18-49 | 81,600 | .72 | 35 |
| 12-24 | 40,900 | .81 | 30 |
| 12-34 | 70,700 | .78 | 30 |
| 18-34 | 49,200 | .72 | 35 |
| WOMEN TOTAL | 68,600 | .80 | 28 |
| 18-49 | 45,300 | .75 | 31 |
| 12-24 | 20,900 | .83 | 29 |
| 18-34 | 27,000 | .75 | 33 |
| 25-49 | 35,100 | .75 | 30 |
| 25-54 | 39,600 | .76 | 30 |
| MEN TOTAL | 52,000 | .73 | 34 |
| 18-49 | 36,300 | .68 | 36 |
| 18-34 | 22,200 | .68 | 38 |
| 21-49 | 32,100 | .68 | 36 |
| 25-49 | 27,100 | .68 | 34 |
| 25-54 | 30,300 | .69 | 34 |
| TEENS TOTAL | 21,600 | .95 | 22 |
| CHILD TOTAL | 37,600 | .92 | 25 |
| 6-11 | 22,900 | .95 | 23 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,400 | .07 | 75 |
| PERSONS 2+ | 10,300 | .06 | 76 |
| 18+ | 7,500 | .06 | 76 |
| 18-49 | 5,700 | .06 | 76 |
| 12-24 | 2,500 | .06 | 79 |
| 12-34 | 4,600 | .06 | 77 |
| 18-34 | 3,700 | .06 | 76 |
| WOMEN TOTAL | 3,800 | .06 | 74 |
| 18-49 | 2,700 | .06 | 75 |
| 12-24 | 1,100 | .05 | 79 |
| 18-34 | 1,700 | .06 | 78 |
| 25-49 | 2,000 | .06 | 75 |
| 25-54 | 2,200 | .06 | 77 |
| MEN TOTAL | 3,700 | .06 | 78 |
| 18-49 | 3,000 | .06 | 76 |
| 18-34 | 2,000 | .06 | 76 |
| 21-49 | 2,700 | .06 | 76 |
| 25-49 | 2,100 | .06 | 78 |
| 25-54 | 2,200 | .06 | 79 |
| TEENS TOTAL | 900 | .05 | 80 |
| CHILD TOTAL | 1,900 | .05 | 80 |
| 6-11 | 900 | .04 | 87 |

## MONROE-EL DORADO

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 75,000 | .12 | 130 |
| PERSONS 2+ | 201,400 | .12 | 130 |
| 18+ | 147,500 | .12 | 130 |
| 18-49 | 93,900 | .11 | 131 |
| 12-24 | 42,700 | .14 | 130 |
| 12-34 | 73,700 | .12 | 131 |
| 18-34 | 53,500 | .11 | 132 |
| WOMEN TOTAL | 80,000 | .12 | 130 |
| 18-49 | 48,800 | .12 | 130 |
| 12-24 | 21,400 | .14 | 129 |
| 18-34 | 27,800 | .12 | 131 |
| 25-49 | 37,200 | .11 | 130 |
| 25-54 | 42,600 | .11 | 130 |
| MEN TOTAL | 67,500 | .11 | 130 |
| 18-49 | 45,100 | .11 | 131 |
| 18-34 | 25,700 | .11 | 132 |
| 21-49 | 40,600 | .11 | 131 |
| 25-49 | 34,200 | .10 | 132 |
| 25-54 | 38,700 | .11 | 131 |
| TEENS TOTAL | 20,200 | .15 | 126 |
| CHILD TOTAL | 33,700 | .14 | 129 |
| 6-11 | 20,400 | .14 | 129 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 19,600 | .26 | 76 |
| PERSONS 2+ | 61,100 | .28 | 72 |
| 18+ | 39,400 | .25 | 75 |
| 18-49 | 27,100 | .24 | 74 |
| 12-24 | 15,400 | .31 | 71 |
| 12-34 | 24,600 | .27 | 71 |
| 18-34 | 16,900 | .26 | 73 |
| WOMEN TOTAL | 22,600 | .26 | 73 |
| 18-49 | 15,000 | .25 | 73 |
| 12-24 | 7,900 | .31 | 70 |
| 18-34 | 9,300 | .26 | 71 |
| 25-49 | 11,000 | .24 | 75 |
| 25-54 | 12,200 | .24 | 74 |
| MEN TOTAL | 16,800 | .24 | 76 |
| 18-49 | 12,100 | .23 | 77 |
| 18-34 | 7,600 | .23 | 76 |
| 21-49 | 10,400 | .22 | 79 |
| 25-49 | 8,600 | .22 | 80 |
| 25-54 | 9,400 | .21 | 80 |
| TEENS TOTAL | 7,900 | .35 | 65 |
| CHILD TOTAL | 13,600 | .34 | 66 |
| 6-11 | 8,100 | .34 | 67 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 500 | .01 | 137 |
| PERSONS 2+ | 1,500 | .01 | 143 |
| 18+ | 1,000 | .01 | 143 |
| 18-49 | 800 | .01 | 142 |
| 12-24 | 300 | .01 | 143 |
| 12-34 | 700 | .01 | 139 |
| 18-34 | 600 | .01 | 138 |
| WOMEN TOTAL | 500 | .01 | 139 |
| 18-49 | 400 | .01 | 141 |
| 12-24 | 100 | - | 144 |
| 18-34 | 300 | .01 | 136 |
| 25-49 | 300 | .01 | 139 |
| 25-54 | 300 | .01 | 141 |
| MEN TOTAL | 500 | .01 | 144 |
| 18-49 | 400 | .01 | 142 |
| 18-34 | 300 | .01 | 139 |
| 21-49 | 400 | .01 | 140 |
| 25-49 | 300 | .01 | 141 |
| 25-54 | 400 | .01 | 137 |
| TEENS TOTAL | 100 | .01 | 140 |
| CHILD TOTAL | 400 | .01 | 136 |
| 6-11 | 100 | - | 146 |

## METRO MARKETS POPULATION SUMMARY

### MONTGOMERY-SELMA

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 123,200 | .20 | 108 | 42,200 | .54 | 51 | 700 | .01 | 129 |
| PERSONS 2+ | 332,200 | .20 | 106 | 129,000 | .59 | 46 | 2,100 | .01 | 134 |
| 18+ | 246,100 | .20 | 106 | 87,600 | .56 | 46 | 1,600 | .01 | 132 |
| 18-49 | 161,500 | .19 | 106 | 62,100 | .55 | 47 | 1,200 | .01 | 135 |
| 12-24 | 67,800 | .22 | 104 | 32,800 | .65 | 44 | 400 | .01 | 139 |
| 12-34 | 122,700 | .20 | 106 | 54,500 | .60 | 45 | 1,100 | .01 | 132 |
| 18-34 | 90,500 | .19 | 107 | 38,800 | .57 | 47 | 900 | .01 | 128 |
| WOMEN TOTAL | 132,400 | .20 | 105 | 49,200 | .58 | 43 | 700 | .01 | 132 |
| 18-49 | 83,000 | .20 | 105 | 33,500 | .55 | 45 | 600 | .01 | 131 |
| 12-24 | 34,000 | .22 | 103 | 16,700 | .66 | 43 | 200 | .01 | 138 |
| 18-34 | 45,400 | .20 | 106 | 20,700 | .58 | 44 | 600 | .02 | 120 |
| 25-49 | 64,900 | .19 | 104 | 24,600 | .53 | 49 | 500 | .01 | 121 |
| 25-54 | 73,700 | .20 | 104 | 27,400 | .53 | 49 | 600 | .01 | 125 |
| MEN TOTAL | 113,700 | .19 | 109 | 38,400 | .54 | 48 | 800 | .01 | 130 |
| 18-49 | 78,500 | .19 | 107 | 28,600 | .54 | 47 | 600 | .01 | 134 |
| 18-34 | 44,100 | .19 | 108 | 18,100 | .55 | 47 | 400 | .01 | 133 |
| 21-49 | 70,800 | .19 | 109 | 24,700 | .52 | 48 | 600 | .01 | 135 |
| 25-49 | 61,000 | .19 | 110 | 20,400 | .51 | 48 | 600 | .01 | 129 |
| 25-54 | 68,800 | .19 | 110 | 22,400 | .51 | 48 | 700 | .02 | 123 |
| TEENS TOTAL | 32,200 | .24 | 100 | 15,700 | .69 | 40 | 200 | .01 | 129 |
| CHILD TOTAL | 53,900 | .22 | 103 | 25,700 | .62 | 45 | 400 | .01 | 136 |
| 6-11 | 32,500 | .23 | 101 | 15,700 | .66 | 42 | 300 | .01 | 123 |

### NASHVILLE

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 385,800 | .62 | 43 | 54,900 | .70 | 35 | 2,300 | .05 | 87 |
| PERSONS 2+ | 979,200 | .60 | 43 | 148,700 | .68 | 41 | 7,800 | .04 | 85 |
| 18+ | 754,000 | .60 | 43 | 107,000 | .68 | 37 | 5,500 | .05 | 83 |
| 18-49 | 517,800 | .62 | 41 | 77,400 | .68 | 37 | 4,600 | .06 | 84 |
| 12-24 | 187,100 | .60 | 43 | 34,600 | .69 | 40 | 1,500 | .03 | 102 |
| 12-34 | 369,900 | .61 | 41 | 63,000 | .69 | 37 | 2,800 | .04 | 88 |
| 18-34 | 288,700 | .61 | 41 | 48,000 | .70 | 36 | 2,900 | .05 | 86 |
| WOMEN TOTAL | 397,700 | .60 | 43 | 59,300 | .69 | 36 | 2,700 | .04 | 81 |
| 18-49 | 264,000 | .62 | 41 | 41,900 | .69 | 37 | 2,300 | .05 | 80 |
| 12-24 | 93,600 | .61 | 43 | 18,000 | .71 | 36 | 800 | .04 | 93 |
| 18-34 | 147,600 | .63 | 41 | 25,900 | .72 | 35 | 1,400 | .05 | 82 |
| 25-49 | 209,900 | .63 | 41 | 31,400 | .68 | 36 | 1,900 | .06 | 77 |
| 25-54 | 235,500 | .62 | 41 | 34,400 | .67 | 36 | 1,900 | .06 | 80 |
| MEN TOTAL | 356,300 | .59 | 43 | 47,700 | .67 | 39 | 2,800 | .05 | 88 |
| 18-49 | 253,800 | .61 | 42 | 35,500 | .67 | 39 | 2,300 | .05 | 90 |
| 18-34 | 141,100 | .59 | 42 | 22,100 | .68 | 40 | 1,500 | .06 | 91 |
| 21-49 | 232,500 | .61 | 41 | 31,400 | .66 | 40 | 2,100 | .05 | 89 |
| 25-49 | 202,000 | .61 | 42 | 26,400 | .66 | 39 | 1,900 | .06 | 81 |
| 25-54 | 226,700 | .62 | 42 | 29,000 | .66 | 40 | 2,100 | .05 | 80 |
| TEENS TOTAL | 81,200 | .61 | 45 | 15,000 | .66 | 42 | 700 | .04 | 94 |
| CHILD TOTAL | 144,000 | .59 | 44 | 26,700 | .65 | 43 | 1,600 | .04 | 87 |
| 6-11 | 86,200 | .60 | 43 | 15,700 | .66 | 42 | 1,000 | .05 | 80 |

### NEW ORLEANS

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 450,900 | .72 | 40 | 140,500 | 1.80 | 13 | 18,000 | .36 | 36 |
| PERSONS 2+ | 1,187,200 | .73 | 38 | 410,600 | 1.87 | 11 | 52,000 | .29 | 39 |
| 18+ | 881,000 | .70 | 40 | 277,600 | 1.77 | 14 | 39,000 | .32 | 37 |
| 18-49 | 592,400 | .70 | 39 | 199,600 | 1.75 | 13 | 28,500 | .28 | 39 |
| 12-24 | 232,400 | .75 | 38 | 96,400 | 1.92 | 11 | 10,700 | .25 | 44 |
| 12-34 | 438,000 | .72 | 38 | 166,100 | 1.82 | 12 | 20,300 | .26 | 43 |
| 18-34 | 327,400 | .69 | 39 | 118,000 | 1.72 | 13 | 15,400 | .25 | 42 |
| WOMEN TOTAL | 472,800 | .72 | 40 | 156,500 | 1.83 | 12 | 20,900 | .35 | 34 |
| 18-49 | 307,000 | .73 | 39 | 110,500 | 1.82 | 11 | 13,600 | .30 | 39 |
| 12-24 | 117,400 | .77 | 38 | 49,900 | 1.97 | 11 | 5,400 | .26 | 43 |
| 18-34 | 169,400 | .72 | 39 | 64,400 | 1.79 | 12 | 7,800 | .27 | 42 |
| 25-49 | 244,200 | .73 | 37 | 84,700 | 1.82 | 11 | 10,600 | .31 | 38 |
| 25-54 | 273,700 | .73 | 37 | 94,000 | 1.82 | 11 | 12,100 | .32 | 37 |
| MEN TOTAL | 408,200 | .68 | 41 | 121,100 | 1.70 | 13 | 18,100 | .29 | 38 |
| 18-49 | 285,400 | .68 | 39 | 89,100 | 1.67 | 13 | 12,900 | .26 | 41 |
| 18-34 | 158,000 | .65 | 39 | 53,600 | 1.64 | 13 | 7,600 | .23 | 43 |
| 21-49 | 261,300 | .68 | 39 | 79,400 | 1.67 | 14 | 11,700 | .26 | 39 |
| 25-49 | 226,400 | .69 | 39 | 66,600 | 1.67 | 14 | 10,100 | .28 | 39 |
| 25-54 | 252,700 | .69 | 39 | 73,600 | 1.67 | 14 | 11,400 | .29 | 39 |
| TEENS TOTAL | 110,600 | .83 | 34 | 48,100 | 2.12 | 11 | 4,900 | .25 | 44 |
| CHILD TOTAL | 195,600 | .80 | 37 | 84,900 | 2.08 | 11 | 8,100 | .23 | 49 |
| 6-11 | 117,800 | .82 | 36 | 50,600 | 2.13 | 11 | 4,600 | .23 | 47 |

# METRO MARKETS POPULATION SUMMARY

## NEW YORK (KINGSTON & POUGHKEEPSIE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 6,867,300 | 9.06 | 1 |
| PERSONS 2+ | 15,058,300 | 9.21 | 1 |
| 18+ | 11,934,600 | 9.49 | 1 |
| 18-49 | 7,689,700 | 9.14 | 1 |
| 12-24 | 2,721,800 | 8.75 | 1 |
| 12-34 | 5,415,400 | 8.93 | 1 |
| 18-34 | 4,258,600 | 9.00 | 1 |
| WOMEN TOTAL | 6,370,400 | 9.69 | 1 |
| 18-49 | 3,938,200 | 9.31 | 1 |
| 12-24 | 1,351,800 | 8.85 | 1 |
| 18-34 | 2,148,000 | 9.13 | 1 |
| 25-49 | 3,154,100 | 9.40 | 1 |
| 25-54 | 3,589,800 | 9.52 | 1 |
| MEN TOTAL | 5,564,200 | 9.27 | 1 |
| 18-49 | 3,751,500 | 8.96 | 1 |
| 18-34 | 2,110,600 | 8.88 | 1 |
| 21-49 | 3,451,500 | 9.02 | 1 |
| 25-49 | 2,970,600 | 9.04 | 1 |
| 25-54 | 3,359,500 | 9.14 | 1 |
| TEENS TOTAL | 1,156,800 | 8.65 | 1 |
| CHILD TOTAL | 1,966,900 | 8.08 | 1 |
| 6-11 | 1,138,200 | 7.96 | 1 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 961,900 | 12.33 | 1 |
| PERSONS 2+ | 2,765,300 | 12.57 | 1 |
| 18+ | 2,031,300 | 12.97 | 1 |
| 18-49 | 1,461,400 | 12.83 | 1 |
| 12-24 | 616,100 | 12.25 | 1 |
| 12-34 | 1,127,700 | 12.36 | 1 |
| 18-34 | 855,800 | 12.49 | 1 |
| WOMEN TOTAL | 1,139,000 | 13.32 | 1 |
| 18-49 | 795,100 | 13.12 | 1 |
| 12-24 | 314,100 | 12.41 | 1 |
| 18-34 | 454,100 | 12.65 | 1 |
| 25-49 | 617,200 | 13.27 | 1 |
| 25-54 | 698,600 | 13.52 | 1 |
| MEN TOTAL | 892,300 | 12.56 | 1 |
| 18-49 | 666,300 | 12.50 | 1 |
| 18-34 | 401,700 | 12.31 | 1 |
| 21-49 | 595,700 | 12.55 | 1 |
| 25-49 | 500,000 | 12.56 | 1 |
| 25-54 | 562,500 | 12.76 | 1 |
| TEENS TOTAL | 271,900 | 11.98 | 1 |
| CHILD TOTAL | 462,100 | 11.32 | 1 |
| 6-11 | 268,100 | 11.27 | 1 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 822,500 | 16.42 | 2 |
| PERSONS 2+ | 2,625,700 | 14.86 | 2 |
| 18+ | 1,915,300 | 15.70 | 2 |
| 18-49 | 1,446,000 | 15.12 | 2 |
| 12-24 | 584,600 | 13.47 | 2 |
| 12-34 | 1,121,200 | 14.01 | 2 |
| 18-34 | 868,300 | 14.17 | 2 |
| WOMEN TOTAL | 1,008,200 | 16.65 | 2 |
| 18-49 | 737,900 | 16.06 | 2 |
| 12-24 | 288,300 | 13.99 | 2 |
| 18-34 | 432,900 | 15.08 | 2 |
| 25-49 | 573,800 | 16.63 | 2 |
| 25-54 | 641,500 | 16.91 | 2 |
| MEN TOTAL | 907,100 | 14.76 | 2 |
| 18-49 | 708,100 | 14.25 | 2 |
| 18-34 | 435,400 | 13.37 | 2 |
| 21-49 | 641,700 | 14.43 | 2 |
| 25-49 | 540,500 | 14.81 | 2 |
| 25-54 | 599,700 | 15.12 | 2 |
| TEENS TOTAL | 252,900 | 13.49 | 2 |
| CHILD TOTAL | 457,500 | 12.72 | 2 |
| 6-11 | 264,000 | 12.78 | 2 |

## NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 514,400 | .82 | 34 |
| PERSONS 2+ | 1,403,200 | .86 | 28 |
| 18+ | 1,066,700 | .85 | 30 |
| 18-49 | 773,700 | .92 | 28 |
| 12-24 | 306,100 | .98 | 26 |
| 12-34 | 588,200 | .97 | 25 |
| 18-34 | 475,800 | 1.01 | 25 |
| WOMEN TOTAL | 535,200 | .81 | 34 |
| 18-49 | 370,400 | .88 | 28 |
| 12-24 | 138,800 | .91 | 27 |
| 18-34 | 219,900 | .93 | 26 |
| 25-49 | 287,100 | .86 | 28 |
| 25-54 | 318,300 | .84 | 28 |
| MEN TOTAL | 531,500 | .89 | 28 |
| 18-49 | 403,300 | .96 | 26 |
| 18-34 | 255,900 | 1.08 | 21 |
| 21-49 | 360,600 | .94 | 27 |
| 25-49 | 292,900 | .89 | 28 |
| 25-54 | 322,500 | .88 | 28 |
| TEENS TOTAL | 112,400 | .84 | 32 |
| CHILD TOTAL | 224,100 | .92 | 29 |
| 6-11 | 128,700 | .90 | 30 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 135,700 | 1.74 | 15 |
| PERSONS 2+ | 394,000 | 1.79 | 13 |
| 18+ | 282,900 | 1.81 | 12 |
| 18-49 | 207,800 | 1.82 | 12 |
| 12-24 | 96,000 | 1.91 | 12 |
| 12-34 | 172,200 | 1.89 | 11 |
| 18-34 | 135,100 | 1.97 | 11 |
| WOMEN TOTAL | 150,200 | 1.76 | 14 |
| 18-49 | 106,400 | 1.76 | 14 |
| 12-24 | 45,800 | 1.81 | 14 |
| 18-34 | 67,200 | 1.87 | 11 |
| 25-49 | 79,200 | 1.70 | 15 |
| 25-54 | 87,400 | 1.69 | 16 |
| MEN TOTAL | 132,700 | 1.87 | 12 |
| 18-49 | 101,400 | 1.90 | 12 |
| 18-34 | 67,900 | 2.08 | 11 |
| 21-49 | 88,100 | 1.86 | 12 |
| 25-49 | 69,700 | 1.75 | 12 |
| 25-54 | 76,400 | 1.73 | 12 |
| TEENS TOTAL | 37,100 | 1.64 | 15 |
| CHILD TOTAL | 74,000 | 1.81 | 15 |
| 6-11 | 42,400 | 1.78 | 15 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 9,600 | .19 | 48 |
| PERSONS 2+ | 32,900 | .19 | 50 |
| 18+ | 23,000 | .19 | 47 |
| 18-49 | 20,300 | .21 | 46 |
| 12-24 | 9,600 | .22 | 46 |
| 12-34 | 17,900 | .22 | 46 |
| 18-34 | 14,600 | .24 | 45 |
| WOMEN TOTAL | 10,800 | .18 | 48 |
| 18-49 | 9,200 | .20 | 46 |
| 12-24 | 3,900 | .19 | 51 |
| 18-34 | 6,200 | .22 | 45 |
| 25-49 | 6,800 | .20 | 46 |
| 25-54 | 7,200 | .19 | 46 |
| MEN TOTAL | 12,200 | .20 | 47 |
| 18-49 | 11,100 | .22 | 46 |
| 18-34 | 8,400 | .26 | 41 |
| 21-49 | 9,800 | .22 | 45 |
| 25-49 | 7,200 | .20 | 47 |
| 25-54 | 7,500 | .19 | 48 |
| TEENS TOTAL | 3,300 | .18 | 53 |
| CHILD TOTAL | 6,600 | .18 | 52 |
| 6-11 | 3,500 | .17 | 55 |

## ODESSA-MIDLAND

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 85,200 | .14 | 128 |
| PERSONS 2+ | 229,100 | .14 | 128 |
| 18+ | 162,200 | .13 | 129 |
| 18-49 | 109,900 | .13 | 129 |
| 12-24 | 42,900 | .14 | 129 |
| 12-34 | 83,900 | .14 | 128 |
| 18-34 | 61,800 | .13 | 128 |
| WOMEN TOTAL | 84,700 | .13 | 128 |
| 18-49 | 55,900 | .13 | 129 |
| 12-24 | 21,600 | .14 | 128 |
| 18-34 | 31,800 | .13 | 127 |
| 25-49 | 45,300 | .14 | 128 |
| 25-54 | 50,900 | .14 | 126 |
| MEN TOTAL | 77,500 | .13 | 129 |
| 18-49 | 54,000 | .13 | 129 |
| 18-34 | 30,000 | .13 | 129 |
| 21-49 | 49,800 | .13 | 128 |
| 25-49 | 44,000 | .13 | 127 |
| 25-54 | 49,100 | .13 | 128 |
| TEENS TOTAL | 22,300 | .17 | 121 |
| CHILD TOTAL | 44,600 | .18 | 116 |
| 6-11 | 26,700 | .19 | 117 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,900 | .06 | 110 |
| PERSONS 2+ | 13,400 | .06 | 111 |
| 18+ | 8,800 | .06 | 112 |
| 18-49 | 6,100 | .05 | 113 |
| 12-24 | 2,900 | .06 | 114 |
| 12-34 | 5,000 | .05 | 114 |
| 18-34 | 3,400 | .05 | 117 |
| WOMEN TOTAL | 4,900 | .06 | 109 |
| 18-49 | 3,300 | .05 | 110 |
| 12-24 | 1,500 | .06 | 112 |
| 18-34 | 1,900 | .05 | 112 |
| 25-49 | 2,600 | .06 | 109 |
| 25-54 | 2,900 | .06 | 110 |
| MEN TOTAL | 3,900 | .05 | 115 |
| 18-49 | 2,800 | .05 | 118 |
| 18-34 | 1,500 | .05 | 122 |
| 21-49 | 2,500 | .05 | 118 |
| 25-49 | 2,200 | .06 | 115 |
| 25-54 | 2,400 | .05 | 115 |
| TEENS TOTAL | 1,600 | .07 | 109 |
| CHILD TOTAL | 3,000 | .07 | 108 |
| 6-11 | 1,700 | .07 | 108 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 17,900 | .36 | 37 |
| PERSONS 2+ | 64,000 | .35 | 35 |
| 18+ | 38,600 | .32 | 38 |
| 18-49 | 31,600 | .33 | 37 |
| 12-24 | 15,900 | .37 | 35 |
| 12-34 | 28,200 | .35 | 36 |
| 18-34 | 20,100 | .33 | 37 |
| WOMEN TOTAL | 19,600 | .32 | 37 |
| 18-49 | 15,900 | .35 | 36 |
| 12-24 | 8,100 | .39 | 33 |
| 18-34 | 10,200 | .36 | 36 |
| 25-49 | 11,900 | .34 | 35 |
| 25-54 | 12,600 | .34 | 36 |
| MEN TOTAL | 19,000 | .31 | 38 |
| 18-49 | 15,700 | .32 | 38 |
| 18-34 | 9,900 | .30 | 38 |
| 21-49 | 14,200 | .32 | 38 |
| 25-49 | 11,900 | .33 | 36 |
| 25-54 | 12,800 | .32 | 36 |
| TEENS TOTAL | 8,100 | .43 | 32 |
| CHILD TOTAL | 17,300 | .48 | 30 |
| 6-11 | 10,300 | .50 | 29 |

# METRO MARKETS POPULATION SUMMARY

## OKLAHOMA CITY

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 388,400 | .59 | 46 |
| PERSONS 2+ | 930,500 | .57 | 47 |
| 18+ | 702,600 | .56 | 50 |
| 18-49 | 474,000 | .56 | 49 |
| 12-24 | 182,400 | .59 | 45 |
| 12-34 | 348,100 | .57 | 45 |
| 18-34 | 267,700 | .57 | 46 |
| WOMEN TOTAL | 367,300 | .56 | 50 |
| 18-49 | 238,400 | .56 | 49 |
| 12-24 | 90,100 | .59 | 45 |
| 18-34 | 133,600 | .57 | 47 |
| 25-49 | 187,400 | .56 | 51 |
| 25-54 | 211,200 | .56 | 50 |
| MEN TOTAL | 335,300 | .56 | 48 |
| 18-49 | 235,600 | .56 | 47 |
| 18-34 | 134,100 | .56 | 46 |
| 21-49 | 214,400 | .56 | 46 |
| 25-49 | 184,600 | .56 | 46 |
| 25-54 | 207,100 | .56 | 46 |
| TEENS TOTAL | 80,400 | .60 | 47 |
| CHILD TOTAL | 147,500 | .61 | 42 |
| 6-11 | 88,700 | .62 | 42 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 34,600 | .44 | 55 |
| PERSONS 2+ | 98,200 | .45 | 55 |
| 18+ | 67,100 | .43 | 55 |
| 18-49 | 51,300 | .45 | 53 |
| 12-24 | 23,700 | .47 | 54 |
| 12-34 | 42,900 | .47 | 53 |
| 18-34 | 32,300 | .47 | 53 |
| WOMEN TOTAL | 35,600 | .42 | 57 |
| 18-49 | 26,500 | .44 | 54 |
| 12-24 | 11,800 | .47 | 56 |
| 18-34 | 16,500 | .46 | 54 |
| 25-49 | 19,900 | .43 | 54 |
| 25-54 | 21,600 | .42 | 56 |
| MEN TOTAL | 31,500 | .44 | 54 |
| 18-49 | 24,800 | .47 | 53 |
| 18-34 | 15,800 | .48 | 52 |
| 21-49 | 21,800 | .46 | 54 |
| 25-49 | 18,300 | .46 | 55 |
| 25-54 | 20,000 | .45 | 55 |
| TEENS TOTAL | 10,600 | .47 | 55 |
| CHILD TOTAL | 20,500 | .50 | 54 |
| 6-11 | 12,100 | .51 | 52 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 9,800 | .20 | 47 |
| PERSONS 2+ | 34,500 | .20 | 48 |
| 18+ | 21,900 | .18 | 49 |
| 18-49 | 18,300 | .19 | 48 |
| 12-24 | 9,100 | .21 | 48 |
| 12-34 | 16,200 | .20 | 48 |
| 18-34 | 12,300 | .20 | 48 |
| WOMEN TOTAL | 10,300 | .17 | 50 |
| 18-49 | 8,400 | .18 | 49 |
| 12-24 | 4,400 | .21 | 48 |
| 18-34 | 5,500 | .19 | 49 |
| 25-49 | 6,000 | .17 | 49 |
| 25-54 | 6,700 | .18 | 49 |
| MEN TOTAL | 11,600 | .19 | 48 |
| 18-49 | 9,900 | .20 | 48 |
| 18-34 | 6,800 | .21 | 47 |
| 21-49 | 9,000 | .20 | 48 |
| 25-49 | 7,100 | .19 | 48 |
| 25-54 | 7,700 | .19 | 47 |
| TEENS TOTAL | 3,900 | .21 | 49 |
| CHILD TOTAL | 8,700 | .24 | 47 |
| 6-11 | 4,700 | .23 | 48 |

## OMAHA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 233,600 | .37 | 66 |
| PERSONS 2+ | 599,500 | .37 | 67 |
| 18+ | 446,900 | .36 | 68 |
| 18-49 | 305,000 | .36 | 67 |
| 12-24 | 113,800 | .37 | 72 |
| 12-34 | 224,000 | .37 | 69 |
| 18-34 | 171,400 | .36 | 69 |
| WOMEN TOTAL | 234,700 | .36 | 68 |
| 18-49 | 154,900 | .37 | 65 |
| 12-24 | 56,800 | .37 | 70 |
| 18-34 | 86,900 | .37 | 68 |
| 25-49 | 123,700 | .37 | 63 |
| 25-54 | 138,300 | .37 | 63 |
| MEN TOTAL | 212,200 | .35 | 69 |
| 18-49 | 150,100 | .36 | 67 |
| 18-34 | 84,500 | .36 | 69 |
| 21-49 | 138,300 | .36 | 65 |
| 25-49 | 120,100 | .37 | 64 |
| 25-54 | 133,900 | .36 | 65 |
| TEENS TOTAL | 52,600 | .39 | 67 |
| CHILD TOTAL | 100,000 | .41 | 64 |
| 6-11 | 59,500 | .42 | 64 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 18 200 | .23 | 78 |
| PERSONS 2+ | 49 600 | .23 | 81 |
| 18+ | 33 100 | .21 | 80 |
| 18-49 | 24 400 | .21 | 80 |
| 12-24 | 11 400 | .23 | 81 |
| 12-34 | 20,600 | .23 | 80 |
| 18-34 | 15,100 | .22 | 80 |
| WOMEN TOTAL | 17,900 | .21 | 81 |
| 18-49 | 13,000 | .21 | 80 |
| 12-24 | 5 700 | .23 | 82 |
| 18-34 | 8 000 | .22 | 79 |
| 25-49 | 9,900 | .21 | 79 |
| 25-54 | 10,900 | .21 | 79 |
| MEN TOTAL | 15,200 | .21 | 81 |
| 18-49 | 11,400 | .21 | 80 |
| 18-34 | 7 100 | .22 | 80 |
| 21-49 | 10 100 | .21 | 81 |
| 25-49 | 8 600 | .22 | 80 |
| 25-54 | 9 600 | .22 | 78 |
| TEENS TOTAL | 5,500 | .24 | 81 |
| CHILD TOTAL | 11 000 | .27 | 75 |
| 6-11 | 6 400 | .27 | 76 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 5 200 | .10 | 64 |
| PERSONS 2+ | 16 400 | .09 | 67 |
| 18+ | 10 800 | .09 | 66 |
| 18-49 | 8 500 | .09 | 68 |
| 12-24 | 4 000 | .09 | 68 |
| 12-34 | 7,300 | .09 | 68 |
| 18-34 | 5,500 | .09 | 68 |
| WOMEN TOTAL | 5 100 | .08 | 66 |
| 18-49 | 3 900 | .08 | 67 |
| 12-24 | 1,900 | .09 | 67 |
| 18-34 | 2,500 | .09 | 67 |
| 25-49 | 2 900 | .08 | 66 |
| 25-54 | 3 200 | .08 | 66 |
| MEN TOTAL | 5 700 | .09 | 68 |
| 18-49 | 4 600 | .09 | 68 |
| 18-34 | 3 000 | .09 | 68 |
| 21-49 | 4 100 | .09 | 68 |
| 25-49 | 3 400 | .09 | 68 |
| 25-54 | 3,600 | .09 | 68 |
| TEENS TOTAL | 1 800 | .10 | 66 |
| CHILD TOTAL | 3,800 | .11 | 67 |
| 6-11 | 2 100 | .10 | 68 |

## ORLANDO-DAYTONA BEACH-MELBOURNE (LEESBURG)

| [illegible] | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 753,500 | 1.20 | 22 |
| PERSONS 2+ | 1,877,500 | 1.15 | 23 |
| 18+ | 1,486,700 | 1.18 | 23 |
| 18-49 | 939,000 | 1.12 | 21 |
| 12-24 | 335,300 | 1.08 | 21 |
| 12-34 | 674,800 | 1.11 | 20 |
| 18-34 | 536,700 | 1.13 | 19 |
| WOMEN TOTAL | 765,000 | 1.16 | 23 |
| 18-49 | 462,100 | 1.09 | 24 |
| 12-24 | 160,900 | 1.05 | 22 |
| 18-34 | 258,900 | 1.10 | 22 |
| 25-49 | 368,900 | 1.10 | 24 |
| 25-54 | 416,800 | 1.11 | 24 |
| MEN TOTAL | 721,700 | 1.20 | 21 |
| 18-49 | 476,900 | 1.14 | 20 |
| 18-34 | 277,800 | 1.17 | 19 |
| 21-49 | 434,100 | 1.14 | 20 |
| 25-49 | 372,900 | 1.14 | 21 |
| 25-54 | 417,200 | 1.14 | 22 |
| TEENS TOTAL | 138,100 | 1.03 | 25 |
| CHILD TOTAL | 252,700 | 1.04 | 23 |
| 6-11 | 147,400 | 1.03 | 24 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 63 600 | .81 | 30 |
| PERSONS 2+ | 194 000 | .88 | 22 |
| 18+ | 132 800 | .85 | 24 |
| 18-49 | 97,600 | .86 | 23 |
| 12-24 | 46,700 | .93 | 23 |
| 12-34 | 81,500 | .89 | 23 |
| 18-34 | 60,100 | .88 | 24 |
| WOMEN TOTAL | 70,600 | .83 | 26 |
| 18-49 | 50,600 | .84 | 26 |
| 12-24 | 23,400 | .92 | 23 |
| 18-34 | 30,700 | .86 | 25 |
| 25-49 | 38,000 | .82 | 25 |
| 25-54 | 42,200 | .82 | 25 |
| MEN TOTAL | 62,200 | .88 | 22 |
| 18-49 | 47,000 | .88 | 24 |
| 18-34 | 29,400 | .90 | 24 |
| 21-49 | 41,100 | .87 | 24 |
| 25-49 | 34,300 | .86 | 24 |
| 25-54 | 37,800 | .86 | 24 |
| TEENS TOTAL | 21,400 | .94 | 23 |
| CHILD TOTAL | 39,800 | .98 | 22 |
| 6-11 | 23,200 | .98 | 22 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 41,800 | .83 | 24 |
| PERSONS 2+ | 134,000 | .76 | 26 |
| 18+ | 96,800 | .79 | 25 |
| 18-49 | 72,300 | .76 | 26 |
| 12-24 | 31,200 | .72 | 26 |
| 12-34 | 57,300 | .72 | 26 |
| 18-34 | 43,500 | .71 | 25 |
| WOMEN TOTAL | 48,900 | .81 | 25 |
| 18-49 | 35,400 | .77 | 24 |
| 12-24 | 14,500 | .70 | 26 |
| 18-34 | 20,400 | .71 | 26 |
| 25-49 | 27,500 | .80 | 24 |
| 25-54 | 30,500 | .80 | 25 |
| MEN TOTAL | 47,900 | .78 | 26 |
| 18-49 | 36,900 | .74 | 26 |
| 18-34 | 23,100 | .71 | 25 |
| 21-49 | 32,900 | .74 | 26 |
| 25-49 | 27,400 | .75 | 26 |
| 25-54 | 30,000 | .76 | 26 |
| TEENS TOTAL | 13,800 | .74 | 26 |
| CHILD TOTAL | 23,400 | .65 | 26 |
| 6-11 | 14,100 | .68 | 26 |

## PANAMA CITY

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 50,600 | .08 | 146 |
| PERSONS 2+ | 127,400 | .08 | 146 |
| 18+ | 97,800 | .08 | 146 |
| 18-49 | 62,900 | .07 | 146 |
| 12-24 | 23,300 | .07 | 146 |
| 12-34 | 46,000 | .08 | 146 |
| 18-34 | 35,300 | .07 | 146 |
| WOMEN TOTAL | 50,300 | .08 | 146 |
| 18-49 | 31,200 | .07 | 146 |
| 12-24 | 11,300 | .07 | 147 |
| 18-34 | 17,400 | .07 | 145 |
| 25-49 | 25,100 | .07 | 146 |
| 25-54 | 28,800 | .08 | 146 |
| MEN TOTAL | 47,500 | .08 | 146 |
| 18-49 | 31,700 | .08 | 147 |
| 18-34 | 17,900 | .08 | 146 |
| 21-49 | 29,000 | .08 | 146 |
| 25-49 | 25,200 | .08 | 146 |
| 25-54 | 28,500 | .08 | 146 |
| TEENS TOTAL | 10,700 | .08 | 147 |
| CHILD TOTAL | 18,900 | .08 | 148 |
| 6-11 | 11,200 | .08 | 149 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,700 | .06 | 112 |
| PERSONS 2+ | 13,200 | .06 | 112 |
| 18+ | 8,900 | .06 | 111 |
| 18-49 | 6,300 | .06 | 112 |
| 12-24 | 3,100 | .06 | 111 |
| 12-34 | 5,600 | .06 | 112 |
| 18-34 | 4,000 | .06 | 112 |
| WOMEN TOTAL | 4,900 | .06 | 109 |
| 18-49 | 3,300 | .05 | 110 |
| 12-24 | 1,600 | .06 | 110 |
| 18-34 | 2,100 | .06 | 111 |
| 25-49 | 2,500 | .05 | 111 |
| 25-54 | 2,800 | .05 | 111 |
| MEN TOTAL | 4,000 | .06 | 112 |
| 18-49 | 3,000 | .06 | 115 |
| 18-34 | 1,900 | .06 | 115 |
| 21-49 | 2,700 | .06 | 115 |
| 25-49 | 2,300 | .06 | 114 |
| 25-54 | 2,500 | .06 | 113 |
| TEENS TOTAL | 1,600 | .07 | 109 |
| CHILD TOTAL | 2,700 | .07 | 112 |
| 6-11 | 1,600 | .07 | 112 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 700 | .01 | 129 |
| PERSONS 2+ | 2,300 | .01 | 131 |
| 18+ | 1,600 | .01 | 131 |
| 18-49 | 1,300 | .01 | 122 |
| 12-24 | 500 | .01 | 134 |
| 12-34 | 1,000 | .01 | 133 |
| 18-34 | 800 | .01 | 134 |
| WOMEN TOTAL | 800 | .01 | 130 |
| 18-49 | 600 | .01 | 131 |
| 12-24 | 200 | .01 | 138 |
| 18-34 | 300 | .01 | 136 |
| 25-49 | 500 | .01 | 121 |
| 25-54 | 500 | .01 | 125 |
| MEN TOTAL | 800 | .01 | 130 |
| 18-49 | 700 | .01 | 129 |
| 18-34 | 500 | .02 | 124 |
| 21-49 | 600 | .01 | 129 |
| 25-49 | 500 | .01 | 129 |
| 25-54 | 500 | .01 | 132 |
| TEENS TOTAL | 200 | .01 | 129 |
| CHILD TOTAL | 500 | .01 | 127 |
| 6-11 | 300 | .01 | 123 |

## PEORIA-BLOOMINGTON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 173,800 | .28 | 84 |
| PERSONS 2+ | 448,100 | .27 | 85 |
| 18+ | 342,600 | .27 | 85 |
| 18-49 | 222,300 | .26 | 86 |
| 12-24 | 96,000 | .31 | 82 |
| 12-34 | 165,000 | .27 | 85 |
| 18-34 | 125,800 | .27 | 86 |
| WOMEN TOTAL | 181,700 | .28 | 84 |
| 18-49 | 113,800 | .27 | 84 |
| 12-24 | 48,400 | .32 | 78 |
| 18-34 | 64,600 | .27 | 84 |
| 25-49 | 84,600 | .25 | 88 |
| 25-54 | 95,600 | .25 | 89 |
| MEN TOTAL | 160,900 | .27 | 87 |
| 18-49 | 108,500 | .26 | 86 |
| 18-34 | 61,200 | .26 | 86 |
| 21-49 | 95,900 | .25 | 87 |
| 25-49 | 80,900 | .25 | 88 |
| 25-54 | 91,600 | .25 | 88 |
| TEENS TOTAL | 39,200 | .29 | 85 |
| CHILD TOTAL | 66,300 | .27 | 86 |
| 6-11 | 40,400 | .28 | 84 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 10,100 | .13 | 97 |
| PERSONS 2+ | 29,800 | .14 | 95 |
| 18+ | 18,700 | .12 | 98 |
| 18-49 | 14,700 | .13 | 97 |
| 12-24 | 8,400 | .17 | 93 |
| 12-34 | 13,400 | .16 | 94 |
| 18-34 | 9,500 | .14 | 95 |
| WOMEN TOTAL | 10,300 | .12 | 96 |
| 18-49 | 8,000 | .13 | 93 |
| 12-24 | 4,400 | .17 | 89 |
| 18-34 | 5,200 | .14 | 92 |
| 25-49 | 5,600 | .12 | 96 |
| 25-54 | 6,100 | .12 | 96 |
| MEN TOTAL | 8,400 | .12 | 101 |
| 18-49 | 6,700 | .13 | 99 |
| 18-34 | 4,300 | .13 | 98 |
| 21-49 | 5,800 | .12 | 101 |
| 25-49 | 4,600 | .12 | 101 |
| 25-54 | 5,100 | .12 | 101 |
| TEENS TOTAL | 3,900 | .17 | 87 |
| CHILD TOTAL | 7,200 | .18 | 89 |
| 6-11 | 4,100 | .17 | 88 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,600 | .03 | 105 |
| PERSONS 2+ | 5,300 | .03 | 108 |
| 18+ | 3,500 | .03 | 108 |
| 18-49 | 2,700 | .03 | 109 |
| 12-24 | 1,600 | .04 | 100 |
| 12-34 | 2,600 | .03 | 107 |
| 18-34 | 2,000 | .03 | 107 |
| WOMEN TOTAL | 1,700 | .03 | 106 |
| 18-49 | 1,300 | .03 | 107 |
| 12-24 | 800 | .04 | 93 |
| 18-34 | 1,000 | .03 | 103 |
| 25-49 | 800 | .02 | 112 |
| 25-54 | 800 | .02 | 113 |
| MEN TOTAL | 1,800 | .03 | 111 |
| 18-49 | 1,400 | .03 | 111 |
| 18-34 | 1,000 | .03 | 112 |
| 21-49 | 1,200 | .03 | 112 |
| 25-49 | 900 | .02 | 115 |
| 25-54 | 1,000 | .03 | 114 |
| TEENS TOTAL | 800 | .03 | 101 |
| CHILD TOTAL | 1,200 | .03 | 100 |
| 6-11 | 700 | .03 | 100 |

## PHILADELPHIA (ALLENTWN, READNG, VINELND, WILDWD & WILMINGTN, DE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,785,000 | 2.85 | 4 |
| PERSONS 2+ | 4,718,900 | 2.8[illegible] | 4 |
| 18+ | 3,671,200 | 2.9[illegible] | 4 |
| 18-49 | 2,346,200 | 2.74 | 4 |
| 12-24 | 858,900 | 2.76 | 4 |
| 12-34 | 1,680,000 | 2.77 | 4 |
| 18-34 | 1,310,000 | 2.77 | 4 |
| WOMEN TOTAL | 1,953,800 | 2.97 | 4 |
| 18-49 | 1,194,800 | 2.83 | 4 |
| 12-24 | 424,200 | 2.78 | 4 |
| 18-34 | 659,700 | 2.80 | 4 |
| 25-49 | 951,200 | 2.84 | 4 |
| 25-54 | 1,074,309 | 2.85 | 4 |
| MEN TOTAL | 1,717,400 | 2.86 | 4 |
| 18-49 | 1,151,400 | 2.75 | 4 |
| 18-34 | 650,300 | 2.74 | 4 |
| 21-49 | 1,063,800 | 2.76 | 4 |
| 25-49 | 906,100 | 2.76 | 4 |
| 25-54 | 1,018,200 | 2.77 | 4 |
| TEENS TOTAL | 370,000 | 2.77 | 4 |
| CHILD TOTAL | 677,700 | 2.78 | 4 |
| 6-11 | 395,100 | 2.76 | 4 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 314,800 | 4.03 | 6 |
| PERSONS 2+ | 887,100 | 4.03 | 6 |
| 18+ | 650,600 | 4.15 | 5 |
| 18-49 | 443,200 | 3.89 | 6 |
| 12-24 | 190,700 | 3.79 | 6 |
| 12-34 | 347,000 | 3.80 | 6 |
| 18-34 | 262,500 | 3.83 | 5 |
| WOMEN TOTAL | 359,900 | 4.21 | 6 |
| 18-49 | 237,100 | 3.91 | 6 |
| 12-24 | 95,200 | 3.76 | 6 |
| 18-34 | 136,900 | 3.81 | 7 |
| 25-49 | 183,700 | 3.95 | 6 |
| 25-54 | 207,300 | 4.01 | 6 |
| MEN TOTAL | 290,600 | 4.09 | 5 |
| 18-49 | 206,100 | 3.87 | 5 |
| 18-34 | 125,600 | 3.85 | 5 |
| 21-49 | 183,700 | 3.87 | 5 |
| 25-49 | 153,300 | 3.88 | 5 |
| 25-54 | 172,000 | 3.90 | 5 |
| TEENS TOTAL | 84,500 | 3.72 | 6 |
| CHILD TOTAL | 152,100 | 3.73 | 6 |
| 6-11 | 87,500 | 3.68 | 6 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 80,700 | 1.01 | 21 |
| PERSONS 2+ | 175,500 | .99 | 21 |
| 18+ | 117,000 | .98 | 21 |
| 18-49 | 93,600 | .96 | 19 |
| 12-24 | 44,800 | 1.02 | 19 |
| 12-34 | 79,400 | .99 | 19 |
| 18-34 | 69,300 | .97 | 21 |
| WOMEN TOTAL | 58,800 | .97 | 21 |
| 18-49 | 46,300 | 1.01 | 20 |
| 12-24 | 21,700 | 1.05 | 20 |
| 18-34 | 28,800 | 1.00 | 21 |
| 25-49 | 34,400 | 1.00 | 20 |
| 25-54 | 37,400 | .98 | 20 |
| MEN TOTAL | 58,200 | .96 | 21 |
| 18-49 | 47,300 | .95 | 21 |
| 18-34 | 30,500 | .94 | 21 |
| 21-49 | 42,000 | .94 | 21 |
| 25-49 | 34,500 | .95 | 20 |
| 25-54 | 37,600 | .95 | 20 |
| TEENS TOTAL | 20,100 | 1.07 | 20 |
| CHILD TOTAL | 38,400 | 1.07 | 19 |
| 6-11 | 22,300 | 1.06 | 20 |

# METRO MARKETS POPULATION SUMMARY

## PHOENIX (PRESCOTT & KINGMAN)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 835,000 | 1.33 | 19 |
| PERSONS 2+ | 2,111,800 | 1.29 | 18 |
| 18+ | 1,609,400 | 1.28 | 19 |
| 18-49 | 1,075,300 | 1.28 | 18 |
| 12-24 | 397,600 | 1.28 | 18 |
| 12-34 | 789,100 | 1.30 | 18 |
| 18-34 | 617,800 | 1.31 | 18 |
| WOMEN TOTAL | 827,400 | 1.26 | 21 |
| 18-49 | 531,000 | 1.26 | 18 |
| 12-24 | 192,900 | 1.26 | 18 |
| 18-34 | 301,000 | 1.28 | 18 |
| 25-49 | 421,900 | 1.26 | 18 |
| 25-54 | 471,700 | 1.25 | 18 |
| MEN TOTAL | 782,000 | 1.30 | 19 |
| 18-49 | 544,300 | 1.30 | 18 |
| 18-34 | 316,600 | 1.33 | 17 |
| 21-49 | 498,100 | 1.30 | 18 |
| 25-49 | 427,100 | 1.30 | 18 |
| 25-5[illegible] | 474,20[illegible] | 1.29 | 18 |
| TEENS TOTAL | 171,3[illegible] | 1.28 | 18 |
| CHILD TOTAL | 331,100 | 1.36 | 18 |
| 6-11 | 191,900 | 1.34 | 17 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 25,700 | .33 | 66 |
| PERSONS 2+ | 70,600 | .32 | 66 |
| 18+ | 48,000 | .31 | 68 |
| 18-49 | 37,200 | .33 | 67 |
| 12-24 | 16,800 | .33 | 68 |
| 12-34 | 30,700 | .34 | 66 |
| 18-34 | 23,000 | .34 | 67 |
| WOMEN TOTAL | 23,900 | .28 | 71 |
| 18-49 | 18,000 | .30 | 69 |
| 12-24 | 8,000 | .32 | 69 |
| 18-34 | 11,000 | .31 | 69 |
| 25-49 | 13,700 | .29 | 68 |
| 25-54 | 16,000 | .29 | 67 |
| MEN TOTAL | 24,100 | .34 | 65 |
| 18-49 | 19,200 | .36 | 64 |
| 18-34 | 12,000 | .37 | 65 |
| 21-49 | 17,200 | .36 | 64 |
| 25-49 | 14,400 | .36 | 63 |
| 25-54 | 15,700 | .36 | 63 |
| TEENS TOTAL | 7,700 | .34 | 66 |
| CHILD TOTAL | 14,900 | .37 | 66 |
| 6-11 | 8,500 | .36 | 66 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 95,700 | 1.91 | 13 |
| PERSONS 2+ | 343,700 | 1.94 | 13 |
| 18+ | 220,000 | 1.80 | 13 |
| 18-49 | 179,400 | 1.88 | 13 |
| 12-24 | 87,700 | 2.02 | 12 |
| 12-34 | 167,200 | 1.96 | 13 |
| 18-34 | 117,400 | 1.92 | 13 |
| WOMEN TOTAL | 107,200 | 1.77 | 13 |
| 18-49 | 85,500 | 1.86 | 13 |
| 12-24 | 42,300 | 2.05 | 12 |
| 18-34 | 55,500 | 1.93 | 13 |
| 25-49 | 62,700 | 1.82 | 13 |
| 25-54 | 68,100 | 1.80 | 13 |
| MEN TOTAL | 112,800 | 1.84 | 13 |
| 18-49 | 93,900 | 1.89 | 12 |
| 18-34 | 61,900 | 1.90 | 12 |
| 21-49 | 84,000 | 1.89 | 12 |
| 25-49 | 68,800 | 1.89 | 13 |
| 25-54 | 74,100 | 1.87 | 13 |
| TEENS TOTAL | 39,800 | 2.12 | 12 |
| CHILD TOTAL | 83,900 | 2.33 | 12 |
| 6-11 | 47,500 | 2.30 | 12 |

## PITTSBURGH

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 822,100 | 1.21 | 20 |
| PERSONS 2+ | 1,998,900 | 1.22 | 21 |
| 18+ | 1,603,800 | 1.28 | 20 |
| 18-49 | 929,400 | 1.10 | 23 |
| 12-24 | 328,300 | 1.06 | 22 |
| 12-34 | 643,000 | 1.06 | 23 |
| 18-34 | 499,600 | 1.06 | 24 |
| WOMEN TOTAL | 864,700 | 1.31 | 19 |
| 18-49 | 475,900 | 1.13 | 21 |
| 12-24 | 163,400 | 1.07 | 21 |
| 18-34 | 254,100 | 1.08 | 23 |
| 25-49 | 362,800 | 1.14 | 21 |
| 25-54 | 438,300 | 1.16 | 21 |
| MEN TOTAL | 739,100 | 1.23 | 20 |
| 18-49 | 453,500 | 1.08 | 24 |
| 18-34 | 245,500 | 1.03 | 25 |
| 21-49 | 415,100 | 1.09 | 24 |
| 25-49 | 361,700 | 1.10 | 23 |
| 25-54 | 410,300 | 1.12 | 24 |
| TEENS TOTAL | 143,400 | 1.07 | 22 |
| CHILD TOTAL | 251,700 | 1.02 | 24 |
| 6-11 | 149,400 | 1.04 | 23 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 64,900 | .83 | 26 |
| PERSONS 2+ | 164,300 | .75 | 32 |
| 18+ | 119,900 | .77 | 31 |
| 18-49 | 77,800 | .68 | 36 |
| 12-24 | 35,000 | .70 | 37 |
| 12-34 | 61,400 | .67 | 38 |
| 18-34 | 45,600 | .67 | 40 |
| WOMEN TOTAL | 67,400 | .79 | 30 |
| 18-49 | 42,200 | .70 | 35 |
| 12-24 | 17,800 | .70 | 37 |
| 18-34 | 24,300 | .68 | 38 |
| 25-49 | 32,400 | .70 | 34 |
| 25-54 | 36,600 | .71 | 34 |
| MEN TOTAL | 52,500 | .74 | 32 |
| 18-49 | 35,600 | .67 | 37 |
| 18-34 | 21,300 | .65 | 42 |
| 21-49 | 31,100 | .66 | 42 |
| 25-49 | 26,200 | .66 | 42 |
| 25-54 | 29,200 | .66 | 38 |
| TEENS TOTAL | 15,800 | .70 | 39 |
| CHILD TOTAL | 28,600 | .70 | 39 |
| 6-11 | 16,100 | .68 | 39 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,300 | .09 | 70 |
| PERSONS 2+ | 12,200 | .07 | 73 |
| 18+ | 9,100 | .07 | 71 |
| 18-19 | 6,300 | .07 | 74 |
| 12-24 | 2,600 | .06 | 79 |
| 12-34 | 4,800 | .06 | 76 |
| 18-34 | 3,800 | .06 | 75 |
| WOMEN TOTAL | 4,600 | .08 | 69 |
| 18-49 | 3,200 | .07 | 73 |
| 12-24 | 1,300 | .06 | 74 |
| 18-34 | 1,900 | .07 | 73 |
| 25-49 | 2,400 | .07 | 72 |
| 25-54 | 2,700 | .07 | 71 |
| MEN TOTAL | 4,300 | .07 | 73 |
| 18-49 | 3,100 | .06 | 75 |
| 18-34 | 1,900 | .06 | 78 |
| 21-49 | 2,700 | .06 | 76 |
| 25-49 | 2,400 | .07 | 75 |
| 25-54 | 2,500 | .06 | 76 |
| TEENS TOTAL | 1,000 | .05 | 76 |
| CHILD TOTAL | 2,100 | .06 | 77 |
| 6-11 | 1,200 | .06 | 78 |

## PORTLAND, OR

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 631,800 | 1.01 | 25 |
| PERSONS 2+ | 1,577,400 | .96 | 26 |
| 18+ | 1,207,900 | .96 | 26 |
| 18-49 | 813,500 | .97 | 26 |
| 12-24 | 274,600 | .88 | 29 |
| 12-34 | 547,600 | .90 | 28 |
| 18-34 | 417,800 | .88 | 29 |
| WOMEN TOTAL | 625,400 | .95 | 26 |
| 18-49 | 404,900 | .96 | 26 |
| 12-24 | 135,200 | .88 | 29 |
| 18-34 | 207,600 | .88 | 29 |
| 25-49 | 333,100 | .99 | 26 |
| 25-54 | 370,900 | .98 | 25 |
| MEN TOTAL | 582,500 | .97 | 26 |
| 18-49 | 408,600 | .98 | 25 |
| 18-34 | 210,200 | .88 | 28 |
| 21-49 | 379,300 | [illegible] | 25 |
| 25-49 | 335,600 | 1.02 | 25 |
| 25-54 | 373,500 | 1.02 | 25 |
| TEENS TOTAL | 129,800 | .97 | 26 |
| CHILD TOTAL | 239,700 | .98 | 27 |
| 6-11 | 143,700 | 1.01 | 27 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 14,700 | .19 | 83 |
| PERSONS 2+ | 41,500 | .19 | 83 |
| 18+ | 28,000 | .18 | 85 |
| 18-49 | 21,000 | .18 | 84 |
| 12-24 | 9,500 | .19 | 86 |
| 12-34 | 17,100 | .19 | 84 |
| 18-34 | 12,300 | .18 | 85 |
| WOMEN TOTAL | 13,500 | .16 | 86 |
| 18-49 | 9,800 | .16 | 87 |
| 12-24 | 4,600 | .18 | 88 |
| 18-34 | 5,700 | .16 | [illegible] |
| 25-49 | 7,600 | .16 | 83 |
| 25-54 | 8,500 | .16 | 83 |
| MEN TOTAL | 14,500 | .20 | 82 |
| 18-49 | 11,200 | .21 | 82 |
| 18-34 | 6,600 | .20 | 86 |
| 21-49 | 10,200 | .21 | 80 |
| 25-49 | 8,700 | .22 | 78 |
| 25-54 | [illegible] | .21 | 80 |
| TEENS TOTAL | 4,800 | .21 | 82 |
| CHILD TOTAL | 8,700 | .21 | 82 |
| 6-11 | 5,000 | .21 | 82 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 16,600 | .33 | 38 |
| PERSONS 2+ | 65,500 | .37 | 34 |
| 18+ | 43,300 | .35 | 35 |
| 18-49 | 36,800 | .38 | 34 |
| 12-24 | 17,200 | .40 | 34 |
| 12-34 | 31,400 | .39 | 34 |
| 18-34 | 24,400 | .40 | 33 |
| WOMEN TOTAL | 18,400 | .30 | 38 |
| 18-49 | 15,100 | .33 | 37 |
| 12-24 | 7,200 | .35 | 37 |
| 18-34 | 9,700 | .34 | 37 |
| 25-49 | 11,100 | .32 | 37 |
| 25-54 | 12,000 | .32 | 38 |
| MEN TOTAL | 24,900 | .41 | 34 |
| 18-49 | 21,700 | .44 | 32 |
| 18-34 | 14,700 | .46 | 32 |
| 21-49 | 19,200 | .43 | 32 |
| 25-49 | 15,500 | .42 | 33 |
| 25-54 | 16,400 | .41 | 33 |
| TEENS TOTAL | 7,000 | .37 | 35 |
| CHILD TOTAL | 15,200 | .42 | 34 |
| 6-11 | 8,500 | .41 | 34 |

# METRO MARKETS POPULATION SUMMARY

## PORTLAND-POLAND SPRING

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 135,600 | .22 | 102 | 800 | .01 | 138 | 700 | .01 | 129 |
| PERSONS 2+ | 339,400 | .21 | 103 | 1,900 | .01 | 137 | 2,300 | .01 | 131 |
| 18+ | 264,600 | .21 | 102 | 1,300 | .01 | 137 | 1,500 | .01 | 132 |
| 18-49 | 174,000 | .21 | 101 | 1,200 | .01 | 136 | 1,400 | .01 | 129 |
| 12-24 | 63,000 | .20 | 109 | 500 | .01 | 136 | 600 | .01 | 129 |
| 12-34 | 123,200 | .20 | 105 | 1,000 | .01 | 135 | 1,200 | .01 | 129 |
| 18-34 | 96,800 | .20 | 103 | 800 | .01 | 135 | 900 | .01 | 128 |
| WOMEN TOTAL | 140,000 | .21 | 102 | 500 | .01 | 137 | 700 | .01 | 132 |
| 18-49 | 87,900 | .21 | 101 | 400 | .01 | 136 | 600 | .01 | 131 |
| 12-24 | 31,200 | .20 | 109 | 200 | .01 | 136 | 300 | .01 | 125 |
| 18-34 | 49,000 | .21 | 102 | 300 | .01 | 136 | 400 | .01 | 130 |
| 25-49 | 69,500 | .21 | 101 | 300 | .01 | 136 | 500 | .01 | 121 |
| 25-54 | 77,600 | .21 | 101 | 300 | .01 | 136 | 500 | .01 | 125 |
| MEN TOTAL | 124,600 | .21 | 102 | 800 | .01 | 135 | 800 | .01 | 130 |
| 18-49 | 86,100 | .21 | 101 | 800 | .02 | 135 | 800 | .02 | 124 |
| 18-34 | 47,800 | .20 | 104 | 500 | .02 | 135 | 500 | .02 | 124 |
| 21-49 | 78,500 | .21 | 101 | 800 | .02 | 135 | 700 | .02 | 123 |
| 25-49 | 67,900 | .21 | 101 | 600 | .02 | 135 | 600 | .02 | 123 |
| 25-54 | 75,800 | .21 | 101 | 600 | .01 | 135 | 600 | .02 | 126 |
| TEENS TOTAL | 26,400 | .20 | 109 | 200 | .01 | 134 | 300 | .02 | 120 |
| CHILD TOTAL | 48,400 | .20 | 108 | 400 | .01 | 137 | 500 | .01 | 127 |
| 6-11 | 28,300 | .20 | 109 | 300 | .01 | 134 | 200 | .01 | 138 |

## PROVIDENCE-NEW BEDFORD

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 534,100 | .85 | 31 | 13,300 | .17 | 89 | 18,100 | .36 | 35 |
| PERSONS 2+ | 1,383,200 | .85 | 32 | 38,000 | .17 | 86 | 59,400 | .34 | 37 |
| 18+ | 1,090,700 | .87 | 28 | 26,000 | .17 | 86 | 40,100 | .33 | 36 |
| 18-49 | 689,200 | .82 | 31 | 20,200 | .18 | 85 | 32,400 | .34 | 36 |
| 12-24 | 264,000 | .85 | 32 | 9,600 | .19 | 85 | 15,100 | .35 | 37 |
| 12-34 | 499,200 | .82 | 33 | 17,000 | .19 | 85 | 27,400 | .34 | 37 |
| 18-34 | 393,600 | .83 | 31 | 12,800 | .19 | 83 | 21,000 | .34 | 36 |
| WOMEN TOTAL | 581,300 | .88 | 28 | 13,300 | .16 | 88 | 20,500 | .34 | 35 |
| 18-49 | 349,000 | .83 | 33 | 10,000 | .17 | 86 | 16,200 | .35 | 35 |
| 12-24 | 131,500 | .86 | 32 | 4,700 | .19 | 86 | 7,500 | .36 | 35 |
| 18-34 | 198,600 | .84 | 32 | 6,300 | .18 | 84 | 10,300 | .36 | 35 |
| 25-49 | 269,200 | .80 | 34 | 7,300 | .16 | 87 | 11,900 | .34 | 35 |
| 25-54 | 302,600 | .80 | 34 | 7,900 | .15 | 87 | 13,000 | .34 | 35 |
| MEN TOTAL | 509,400 | .86 | 30 | 12,700 | .18 | 85 | 19,600 | .32 | 36 |
| 18-49 | 340,200 | .81 | 32 | 10,200 | .19 | 84 | 16,200 | .33 | 36 |
| 18-34 | 195,000 | .82 | 30 | 6,500 | .20 | 87 | 10,700 | .33 | 37 |
| 21-49 | 307,300 | .80 | 33 | 9,100 | .19 | 84 | 14,400 | .32 | 36 |
| 25-49 | 261,600 | .80 | 34 | 7,600 | .19 | 84 | 11,800 | .32 | 37 |
| 25-54 | 292,900 | .80 | 34 | 8,200 | .19 | 84 | 12,700 | .32 | 37 |
| TEENS TOTAL | 105,600 | .79 | 38 | 4,200 | .19 | 83 | 6,400 | .34 | 37 |
| CHILD TOTAL | 186,900 | .77 | 38 | 7,800 | .19 | 85 | 12,900 | .36 | 39 |
| 6-11 | 109,500 | .77 | 38 | 4,200 | .18 | 87 | 7,400 | .36 | 39 |

## QUINCY-HANNIBAL

| | ALL: POP IN TVHH & GROUP QUARTERS | ALL: PCT OF US | ALL: METRO RANK | BLACK: POP IN TVHH & GROUP QUARTERS | BLACK: PCT OF US | BLACK: METRO RANK | HISPANIC: POP IN TVHH & GROUP QUARTERS | HISPANIC: PCT OF US | HISPANIC: METRO RANK |
|---|---|---|---|---|---|---|---|---|---|
| TV HOUSEHOLDS | 35,600 | .06 | 154 | 1,000 | .01 | 134 | 100 | - | 164 |
| PERSONS 2+ | 90,100 | .06 | 153 | 2,800 | .01 | 135 | 300 | - | 166 |
| 18+ | 68,300 | .06 | 153 | 1,900 | .01 | 135 | 200 | - | 166 |
| 18-49 | 39,200 | .05 | 155 | 1,300 | .01 | 135 | 100 | - | 166 |
| 12-24 | 15,700 | .06 | 154 | 500 | .01 | 136 | 100 | - | 165 |
| 12-34 | 29,000 | .05 | 155 | 1,000 | .01 | 135 | 100 | - | 166 |
| 18-34 | 21,100 | .04 | 155 | 800 | .01 | 135 | | | 166 |
| WOMEN TOTAL | 36,800 | .06 | 153 | 1,100 | .01 | 132 | 100 | - | 164 |
| 18-49 | 20,100 | .05 | 155 | 700 | .01 | 132 | 100 | - | 163 |
| 12-24 | 7,800 | .05 | 154 | 200 | .01 | 136 | | | 165 |
| 18-34 | 10,800 | .05 | 155 | 500 | .01 | 132 | | | 164 |
| 25-49 | 16,100 | .05 | 155 | 500 | .01 | 132 | 100 | - | 149 |
| 25-54 | 18,300 | .05 | 155 | 500 | .01 | 133 | 100 | - | 153 |
| MEN TOTAL | 31,500 | .05 | 155 | 800 | .01 | 135 | 100 | - | 166 |
| 18-49 | 19,100 | .05 | 155 | 600 | .01 | 137 | | | 166 |
| 18-34 | 10,300 | .04 | 155 | 300 | .01 | 140 | | | 166 |
| 21-49 | 17,500 | .05 | 155 | 600 | .01 | 137 | | | 166 |
| 25-49 | 15,300 | .05 | 155 | 600 | .01 | 136 | | | 166 |
| 25-54 | 17,400 | .05 | 155 | 500 | .01 | 136 | | | 166 |
| TEENS TOTAL | 7,900 | .06 | 154 | 200 | .01 | 134 | 100 | .01 | 140 |
| CHILD TOTAL | 13,900 | .06 | 155 | 700 | .02 | 132 | | | 165 |
| 6-11 | 8,500 | .06 | 155 | 300 | .01 | 134 | | | 164 |

# METRO MARKETS POPULATION SUMMARY

## RALEIGH-DURHAM (FAYETTEVILLE, GOLDSBORO & ROCKY MOUNT)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 298,900 | .48 | 58 |
| PERSONS 2+ | 737,600 | .45 | 58 |
| 18+ | 586,500 | .47 | 58 |
| 18-49 | 433,800 | .52 | 54 |
| 12-24 | 158,100 | .51 | 55 |
| 12-34 | 310,000 | .51 | 54 |
| 18-34 | 256,800 | .54 | 51 |
| WOMEN TOTAL | 307,600 | .47 | 56 |
| 18-49 | 220,300 | .52 | 54 |
| 12-24 | 79,400 | .52 | 53 |
| 18-34 | 129,700 | .55 | 50 |
| 25-49 | 167,100 | .50 | 56 |
| 25-54 | 184,500 | .49 | 56 |
| MEN TOTAL | 278,900 | .46 | 58 |
| 18-49 | 213,500 | .51 | 54 |
| 18-34 | 127,100 | .53 | 51 |
| 21-49 | 192,800 | .50 | 54 |
| 25-49 | 161,800 | .49 | 56 |
| 25-54 | 178,200 | .48 | 57 |
| TEENS TOTAL | 53,200 | .40 | 66 |
| CHILD TOTAL | 97,900 | .40 | 65 |
| 6-11 | 56,200 | .39 | 66 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 67,300 | .86 | 24 |
| PERSONS 2+ | 182,200 | .83 | 25 |
| 18+ | 137,100 | .88 | 22 |
| 18-49 | 103,800 | .91 | 22 |
| 12-24 | 44,500 | .88 | 24 |
| 12-34 | 81,300 | .89 | 24 |
| 18-34 | 65,000 | .95 | 22 |
| WOMEN TOTAL | 75,600 | .88 | 22 |
| 18-49 | 55,600 | .92 | 22 |
| 12-24 | 23,200 | .92 | 25 |
| 18-34 | 34,800 | .97 | 22 |
| 25-49 | 40,500 | .87 | 22 |
| 25-54 | 44,200 | .86 | 23 |
| MEN TOTAL | 61,500 | .87 | 24 |
| 18-49 | 48,200 | .90 | 23 |
| 18-34 | 30,200 | .93 | 22 |
| 21-49 | 42,400 | .89 | 23 |
| 25-49 | 35,100 | .88 | 22 |
| 25-54 | 38,100 | .86 | 23 |
| TEENS TOTAL | 16,300 | .72 | 36 |
| CHILD TOTAL | 28,800 | .71 | 36 |
| 6-11 | 16,500 | .69 | 37 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,100 | .06 | 77 |
| PERSONS 2+ | 9,500 | .05 | 78 |
| 18+ | 7,000 | .06 | 77 |
| 18-49 | 6,200 | .06 | 75 |
| 12-24 | 2,700 | .06 | 75 |
| 12-34 | 5,400 | .07 | 73 |
| 18-34 | 4,500 | .07 | 72 |
| WOMEN TOTAL | 3,200 | .05 | 77 |
| 18-49 | 2,700 | .06 | 75 |
| 12-24 | 1,100 | .05 | 79 |
| 18-34 | 1,900 | .07 | 73 |
| 25-49 | 1,900 | .06 | 77 |
| 25-54 | 2,100 | .06 | 78 |
| MEN TOTAL | 3,800 | .06 | 77 |
| 18-49 | 3,500 | .07 | 73 |
| 18-34 | 2,600 | .08 | 70 |
| 21-49 | 3,100 | .07 | 73 |
| 25-49 | 2,500 | .07 | 73 |
| 25-54 | 2,600 | .07 | 74 |
| TEENS TOTAL | 900 | .05 | 80 |
| CHILD TOTAL | 1,600 | .04 | 87 |
| 6-11 | 800 | .04 | 94 |

## RENO

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 104,700 | .17 | 118 |
| PERSONS 2+ | 251,800 | .15 | 124 |
| 18+ | 199,700 | .16 | 121 |
| 18-49 | 137,800 | .16 | 117 |
| 12-24 | 43,800 | .14 | 128 |
| 12-34 | 91,700 | .15 | 124 |
| 18-34 | 74,500 | .16 | 120 |
| WOMEN TOTAL | 99,100 | .15 | 124 |
| 18-49 | 66,700 | .16 | 119 |
| 12-24 | 21,300 | .14 | 130 |
| 18-34 | 36,100 | .15 | 122 |
| 25-49 | 53,800 | .16 | 118 |
| 25-54 | 60,500 | .16 | 117 |
| MEN TOTAL | 100,600 | .17 | 116 |
| 18-49 | 71,100 | .17 | 113 |
| 18-34 | 38,400 | .16 | 117 |
| 21-49 | 65,800 | .17 | 113 |
| 25-49 | 57,400 | .17 | 111 |
| 25-54 | 64,400 | .18 | 111 |
| TEENS TOTAL | 17,200 | .13 | 132 |
| CHILD TOTAL | 34,900 | .14 | 127 |
| 6-11 | 20,000 | .14 | 130 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,200 | .03 | 124 |
| PERSONS 2+ | 5,500 | .02 | 127 |
| 18+ | 4,000 | .03 | 128 |
| 18-49 | 3,200 | .03 | 128 |
| 12-24 | 1,300 | .03 | 130 |
| 12-34 | 2,500 | .03 | 129 |
| 18-34 | 1,900 | .03 | 128 |
| WOMEN TOTAL | 1,800 | .02 | 125 |
| 18-49 | 1,400 | .02 | 124 |
| 12-24 | 600 | .02 | 129 |
| 18-34 | 800 | .02 | 126 |
| 25-49 | 1,100 | .02 | 124 |
| 25-54 | 1,200 | .02 | 124 |
| MEN TOTAL | 2,200 | .03 | 128 |
| 18-49 | 1,800 | .03 | 127 |
| 18-34 | 1,100 | .03 | 128 |
| 21-49 | 1,600 | .03 | 127 |
| 25-49 | 1,400 | .04 | 127 |
| 25-54 | 1,500 | .03 | 128 |
| TEENS TOTAL | 600 | .03 | 125 |
| CHILD TOTAL | 900 | .02 | 128 |
| 6-11 | 400 | .02 | 129 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 7,100 | .14 | 59 |
| PERSONS 2+ | 24,000 | .14 | 59 |
| 18+ | 17,000 | .14 | 56 |
| 18-49 | 14,000 | .15 | 54 |
| 12-24 | 6,100 | .14 | 58 |
| 12-34 | 11,600 | .14 | 55 |
| 18-34 | 9,400 | .15 | 54 |
| WOMEN TOTAL | 7,500 | .12 | 60 |
| 18-49 | 6,000 | .13 | 59 |
| 12-24 | 2,700 | .13 | 60 |
| 18-34 | 3,900 | .14 | 57 |
| 25-49 | 4,400 | .13 | 60 |
| 25-54 | 4,800 | .13 | 59 |
| MEN TOTAL | 9,500 | .15 | 53 |
| 18-49 | 8,000 | .16 | 53 |
| 18-34 | 5,500 | .17 | 53 |
| 21-49 | 7,200 | .16 | 53 |
| 25-49 | 5,700 | .16 | 53 |
| 25-54 | 6,100 | .15 | 53 |
| TEENS TOTAL | 2,200 | .12 | 61 |
| CHILD TOTAL | 4,800 | .13 | 61 |
| 6-11 | 2,700 | .13 | 60 |

## RICHMOND

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 338,400 | .54 | 52 |
| PERSONS 2+ | 856,500 | .52 | 53 |
| 18+ | 666,300 | .53 | 53 |
| 18-49 | 454,200 | .54 | 52 |
| 12-24 | 156,800 | .50 | 57 |
| 12-34 | 314,000 | .52 | 52 |
| 18-34 | 247,100 | .52 | 52 |
| WOMEN TOTAL | 355,700 | .54 | 52 |
| 18-49 | 234,200 | .55 | 51 |
| 12-24 | 79,100 | .52 | 55 |
| 18-34 | 128,000 | .54 | 52 |
| 25-49 | 187,900 | .56 | 50 |
| 25-54 | 209,900 | .56 | 51 |
| MEN TOTAL | 310,800 | .52 | 53 |
| 18-49 | 220,000 | .53 | 52 |
| 18-34 | 119,100 | .50 | 54 |
| 21-49 | 202,300 | .53 | 52 |
| 25-49 | 176,400 | .54 | 51 |
| 25-54 | 196,600 | .53 | 51 |
| TEENS TOTAL | 66,900 | .50 | 56 |
| CHILD TOTAL | 123,300 | .51 | 55 |
| 6-11 | 72,000 | .50 | 55 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 90,700 | 1.16 | 18 |
| PERSONS 2+ | 248,000 | 1.13 | 18 |
| 18+ | 183,500 | 1.17 | 18 |
| 18-49 | 131,300 | 1.15 | 18 |
| 12-24 | 52,300 | 1.04 | 19 |
| 12-34 | 98,800 | 1.08 | 18 |
| 18-34 | 76,800 | 1.12 | 18 |
| WOMEN TOTAL | 101,500 | 1.19 | 18 |
| 18-49 | 70,800 | 1.17 | 18 |
| 12-24 | 27,100 | 1.07 | 19 |
| 18-34 | 41,300 | 1.15 | 18 |
| 25-49 | 54,600 | 1.17 | 18 |
| 25-54 | 60,700 | 1.17 | 18 |
| MEN TOTAL | 82,000 | 1.15 | 18 |
| 18-49 | 60,500 | 1.13 | 18 |
| 18-34 | 35,600 | 1:09 | 20 |
| 21-49 | 54,500 | 1.15 | 18 |
| 25-49 | 46,400 | 1.17 | 18 |
| 25-54 | 51,200 | 1.16 | 18 |
| TEENS TOTAL | 22,000 | .97 | 21 |
| CHILD TOTAL | 42,500 | 1.04 | 20 |
| 6-11 | 24,900 | 1.05 | 20 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,000 | .06 | 78 |
| PERSONS 2+ | 9,400 | .05 | 79 |
| 18+ | 7,000 | .06 | 77 |
| 18-49 | 5,400 | .06 | 76 |
| 12-24 | 2,000 | .05 | 89 |
| 12-34 | 4,500 | .06 | 79 |
| 18-34 | 3,700 | .06 | 76 |
| WOMEN TOTAL | 3,100 | .05 | 78 |
| 18-49 | 2,400 | .05 | 78 |
| 12-24 | 900 | .04 | 87 |
| 18-34 | 1,500 | .05 | 79 |
| 25-49 | 1,900 | .06 | 77 |
| 25-54 | 2,300 | .06 | 75 |
| MEN TOTAL | 3,900 | .06 | 75 |
| 18-49 | 3,000 | .06 | 76 |
| 18-34 | 2,200 | .07 | 75 |
| 21-49 | 2,700 | .06 | 76 |
| 25-49 | 2,300 | .06 | 77 |
| 25-54 | 2,500 | .06 | 76 |
| TEENS TOTAL | 800 | .04 | 86 |
| CHILD TOTAL | 1,600 | .04 | 87 |
| 6-11 | 1,000 | .05 | 80 |

# METRO MARKETS POPULATION SUMMARY

## ROANOKE-LYNCHBURG

| TV HOUSEHOLDS | 168,900 | .27 | 86 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 424,600 | .26 | 90 |
| 18+ | 336,400 | .27 | 86 |
| 18-49 | 208,500 | .25 | 92 |
| 12-24 | 77,600 | .25 | 97 |
| 12-34 | 144,700 | .24 | 98 |
| 18-34 | 111,300 | .24 | 94 |
| WOMEN TOTAL | 180,200 | .27 | 86 |
| 18-49 | 107,300 | .25 | 90 |
| 12-24 | 39,800 | .26 | 95 |
| 18-34 | 57,600 | .24 | 92 |
| 25-49 | 83,800 | .25 | 90 |
| 25-54 | 95,700 | .25 | 88 |
| MEN TOTAL | 156,200 | .26 | 88 |
| 18-49 | 101,200 | .24 | 93 |
| 18-34 | 53,700 | .23 | 95 |
| 21-49 | 92,400 | .24 | 93 |
| 25-49 | 80,500 | .25 | 90 |
| 25-54 | 91,300 | .25 | 90 |
| TEENS TOTAL | 33,400 | .25 | 97 |
| CHILD TOTAL | 65,000 | .23 | 101 |
| 6-11 | 32,500 | .23 | 101 |

| TV HOUSEHOLDS | 23,100 | .30 | 70 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 63,200 | .29 | 71 |
| 18+ | 45,500 | .30 | 69 |
| 18-49 | 31,300 | .27 | 71 |
| 12-24 | 13,200 | .26 | 76 |
| 12-34 | 23,500 | .26 | 73 |
| 18-34 | 17,600 | .26 | 72 |
| WOMEN TOTAL | 25,600 | .30 | 66 |
| 18-49 | 16,700 | .28 | 71 |
| 12-24 | 6,800 | .27 | 73 |
| 18-34 | 9,300 | .26 | 71 |
| 25-49 | 12,900 | .28 | 70 |
| 25-54 | 14,300 | .28 | 70 |
| MEN TOTAL | 20,900 | .29 | 70 |
| 18-49 | 14,600 | .27 | 71 |
| 18-34 | 8,300 | .25 | 73 |
| 21-49 | 13,200 | .28 | 70 |
| 25-49 | 11,100 | .28 | 70 |
| 25-54 | 12,300 | .28 | 70 |
| TEENS TOTAL | 5,900 | .26 | 79 |
| CHILD TOTAL | 10,800 | .26 | 77 |
| 6-11 | 6,300 | .26 | 78 |

| TV HOUSEHOLDS | 600 | .01 | 135 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 2,500 | .01 | 128 |
| 18+ | 1,900 | .02 | 126 |
| 18-49 | 1,400 | .01 | 129 |
| 12-24 | 700 | .02 | 127 |
| 12-34 | 1,300 | .02 | 126 |
| 18-34 | 1,100 | .02 | 120 |
| WOMEN TOTAL | 900 | .01 | 122 |
| 18-49 | 800 | .02 | 118 |
| 12-24 | 300 | .01 | 125 |
| 18-34 | 600 | .02 | 114 |
| 25-49 | 600 | .02 | 117 |
| 25-54 | 600 | .02 | 118 |
| MEN TOTAL | 1,000 | .02 | 125 |
| 18-49 | 600 | .01 | 134 |
| 18-34 | 500 | .02 | 124 |
| 21-49 | 600 | .01 | 129 |
| 25-49 | 300 | .01 | 141 |
| 25-54 | 300 | .01 | 144 |
| TEENS TOTAL | 200 | .01 | 129 |
| CHILD TOTAL | 400 | .01 | 136 |
| 6-11 | 100 | - | 146 |

## ROCHESTER, NY

| TV HOUSEHOLDS | 358,300 | .57 | 50 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 923,900 | .57 | 49 |
| 18+ | 715,000 | .57 | 47 |
| 18-49 | 474,800 | .56 | 47 |
| 12-24 | 175,900 | .57 | 49 |
| 12-34 | 336,500 | .55 | 49 |
| 18-34 | 264,800 | .56 | 47 |
| WOMEN TOTAL | 377,200 | .57 | 48 |
| 18-49 | 241,600 | .57 | 47 |
| 12-24 | 87,000 | .57 | 48 |
| 18-34 | 134,100 | .57 | 46 |
| 25-49 | 169,400 | .56 | 49 |
| 25-54 | 212,500 | .56 | 49 |
| MEN TOTAL | 337,800 | .56 | 47 |
| 18-49 | 233,200 | .56 | 49 |
| 18-34 | 130,700 | .55 | 48 |
| 21-49 | 211,400 | .55 | 49 |
| 25-49 | 181,200 | .55 | 49 |
| 25-54 | 203,500 | .55 | 49 |
| TEENS TOTAL | 71,700 | .54 | 53 |
| CHILD TOTAL | 137,200 | .56 | 48 |
| 6-11 | 79,400 | .56 | 50 |

| TV HOUSEHOLDS | 30,400 | .39 | 62 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 86,200 | .39 | 61 |
| 18+ | 58,000 | .37 | 61 |
| 18-49 | 45,000 | .40 | 59 |
| 12-24 | 21,500 | .43 | 59 |
| 12-34 | 37,400 | .41 | 60 |
| 18-34 | 27,500 | .40 | 60 |
| WOMEN TOTAL | 31,800 | .37 | 61 |
| 18-49 | 24,600 | .41 | 58 |
| 12-24 | 11,000 | .43 | 57 |
| 18-34 | 15,000 | .42 | 57 |
| 25-49 | 18,500 | .40 | 57 |
| 25-54 | 20,400 | .39 | 57 |
| MEN TOTAL | 26,200 | .37 | 63 |
| 18-49 | 20,400 | .38 | 62 |
| 18-34 | 12,500 | .38 | 63 |
| 21-49 | 17,900 | .38 | 62 |
| 25-49 | 14,900 | .37 | 60 |
| 25-54 | 16,600 | .38 | 60 |
| TEENS TOTAL | 9,900 | .44 | 59 |
| CHILD TOTAL | 18,300 | .45 | 57 |
| 6-11 | 10,100 | .42 | 59 |

| TV HOUSEHOLDS | 9,400 | .19 | 50 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 30,400 | .17 | 51 |
| 18+ | 19,500 | .16 | 52 |
| 18-49 | 15,700 | .16 | 52 |
| 12-24 | 7,900 | .18 | 52 |
| 12-34 | 13,700 | .17 | 51 |
| 18-34 | 10,100 | .16 | 52 |
| WOMEN TOTAL | 10,100 | .17 | 52 |
| 18-49 | 8,100 | .18 | 52 |
| 12-24 | 4,100 | .20 | 50 |
| 18-34 | 5,300 | .18 | 50 |
| 25-49 | 5,800 | .17 | 51 |
| 25-54 | 6,400 | .17 | 50 |
| MEN TOTAL | 9,400 | .15 | 54 |
| 18-49 | 7,600 | .15 | 54 |
| 18-34 | 4,800 | .15 | 54 |
| 21-49 | 6,700 | .15 | 54 |
| 25-49 | 5,600 | .15 | 54 |
| 25-54 | 6,100 | .15 | 53 |
| TEENS TOTAL | 3,600 | .19 | 51 |
| CHILD TOTAL | 7,300 | .20 | 50 |
| 6-11 | 4,200 | .20 | 50 |

## ROCKFORD

| TV HOUSEHOLDS | 126,700 | .20 | 106 |
|---|---|---|---|
| **ALL** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 318,900 | .20 | 109 |
| 18+ | 242,200 | .19 | 108 |
| 18-49 | 154,600 | .18 | 112 |
| 12-24 | 56,900 | .18 | 113 |
| 12-34 | 110,100 | .18 | 112 |
| 18-34 | 82,800 | .18 | 111 |
| WOMEN TOTAL | 126,900 | .19 | 108 |
| 18-49 | 78,100 | .18 | 111 |
| 12-24 | 28,200 | .18 | 113 |
| 18-34 | 41,700 | .18 | 111 |
| 25-49 | 63,100 | .19 | 107 |
| 25-54 | 71,400 | .19 | 109 |
| MEN TOTAL | 115,300 | .19 | 107 |
| 18-49 | 76,500 | .18 | 112 |
| 18-34 | 41,100 | .17 | 111 |
| 21-49 | 70,500 | .18 | 110 |
| 25-49 | 61,900 | .19 | 108 |
| 25-54 | 70,100 | .19 | 106 |
| TEENS TOTAL | 27,300 | .20 | 106 |
| CHILD TOTAL | 49,400 | .20 | 105 |
| 6-11 | 29,400 | .21 | 107 |

| TV HOUSEHOLDS | 8,800 | .11 | 99 |
|---|---|---|---|
| **BLACK** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 25,200 | .11 | 100 |
| 18+ | 16,300 | .10 | 101 |
| 18-49 | 12,100 | .11 | 101 |
| 12-24 | 6,100 | .12 | 100 |
| 12-34 | 10,300 | .11 | 101 |
| 18-34 | 7,100 | .10 | 102 |
| WOMEN TOTAL | 8,900 | .10 | 99 |
| 18-49 | 6,600 | .11 | 99 |
| 12-24 | 3,100 | .12 | 99 |
| 18-34 | 3,900 | .11 | 99 |
| 25-49 | 5,100 | .11 | 98 |
| 25-54 | 5,600 | .11 | 99 |
| MEN TOTAL | 7,400 | .10 | 103 |
| 18-49 | 5,500 | .10 | 103 |
| 18-34 | 3,200 | .10 | 105 |
| 21-49 | 4,800 | .10 | 107 |
| 25-49 | 4,100 | .10 | 103 |
| 25-54 | 4,600 | .10 | 103 |
| TEENS TOTAL | 3,200 | .14 | 97 |
| CHILD TOTAL | 5,700 | .14 | 98 |
| 6-11 | 3,300 | .14 | 98 |

| TV HOUSEHOLDS | 2,800 | .05 | 79 |
|---|---|---|---|
| **HISPANIC** | **POP IN TVHH & GROUP QUARTERS** | **PCT OF US** | **METRO RANK** |
| PERSONS 2+ | 10,000 | .06 | 77 |
| 18+ | 6,100 | .05 | 79 |
| 18-49 | 5,100 | .05 | 79 |
| 12-24 | 2,600 | .06 | 77 |
| 12-34 | 4,500 | .06 | 79 |
| 18-34 | 3,200 | .05 | 82 |
| WOMEN TOTAL | 2,800 | .05 | 80 |
| 18-49 | 2,300 | .05 | 80 |
| 12-24 | 1,200 | .06 | 77 |
| 18-34 | 1,500 | .05 | 79 |
| 25-49 | 1,700 | .05 | 81 |
| 25-54 | 1,800 | .05 | 81 |
| MEN TOTAL | 3,300 | .05 | 79 |
| 18-49 | 2,800 | .06 | 79 |
| 18-34 | 1,700 | .05 | 87 |
| 21-49 | 2,500 | .06 | 79 |
| 25-49 | 2,100 | .06 | 78 |
| 25-54 | 2,300 | .06 | 78 |
| TEENS TOTAL | 1,300 | .07 | 72 |
| CHILD TOTAL | 2,600 | .07 | 72 |
| 6-11 | 1,600 | .08 | 72 |

# METRO MARKETS POPULATION SUMMARY

## SACRAMENTO-STOCKTON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 842,900 | 1.35 | 18 |
| PERSONS 2+ | 2,282,400 | 1.38 | 17 |
| 18+ | 1,692,400 | 1.35 | 18 |
| 18-49 | 1,158,200 | 1.38 | 17 |
| 12-24 | 425,100 | 1.37 | 15 |
| 12-34 | 837,300 | 1.38 | 17 |
| 18-34 | 647,800 | 1.37 | 16 |
| WOMEN TOTAL | 867,800 | 1.32 | 18 |
| 18-49 | 574,700 | 1.36 | 17 |
| 12-24 | 207,500 | 1.36 | 16 |
| 18-34 | 319,300 | 1.36 | 17 |
| 25-49 | 459,400 | 1.37 | 17 |
| 25-54 | 513,300 | 1.36 | 17 |
| MEN TOTAL | 824,600 | 1.37 | 17 |
| 18-49 | 583,500 | 1.39 | 16 |
| 18-34 | 328,500 | 1.38 | 16 |
| 21-49 | 536,300 | 1.40 | 16 |
| 25-49 | 463,200 | 1.41 | 16 |
| 25-54 | 514,600 | 1.40 | 16 |
| TEENS TOTAL | 189,500 | 1.42 | 14 |
| CHILD TOTAL | 380,500 | 1.56 | 13 |
| 6-11 | 223,900 | 1.67 | 13 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 44,900 | .56 | 46 |
| PERSONS 2+ | 129,900 | .59 | 45 |
| 18+ | 89,200 | .57 | 45 |
| 18-49 | 68,100 | .60 | 43 |
| 12-24 | 29,800 | .59 | 45 |
| 12-34 | 56,600 | .62 | 44 |
| 18-34 | 42,000 | .63 | 42 |
| WOMEN TOTAL | 44,300 | .52 | 50 |
| 18-49 | 33,100 | .55 | 46 |
| 12-24 | 14,200 | .56 | 46 |
| 18-34 | 20,600 | .57 | 45 |
| 25-49 | 25,500 | .55 | 45 |
| 25-54 | 28,000 | .54 | 45 |
| MEN TOTAL | 44,900 | .63 | 41 |
| 18-49 | 36,000 | .66 | 42 |
| 18-34 | 22,400 | .69 | 36 |
| 21-49 | 31,800 | .67 | 38 |
| 25-49 | 26,600 | .67 | 37 |
| 25-54 | 29,300 | .66 | 36 |
| TEENS TOTAL | 13,800 | .61 | 46 |
| CHILD TOTAL | 26,900 | .66 | 42 |
| 6-11 | 15,300 | .64 | 45 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 100,000 | 2.00 | 12 |
| PERSONS 2+ | 351,000 | 2.04 | 12 |
| 18+ | 239,400 | 1.96 | 12 |
| 18-49 | 189,900 | 1.99 | 12 |
| 12-24 | 87,400 | 2.01 | 13 |
| 12-34 | 161,700 | 2.02 | 12 |
| 18-34 | 122,200 | 1.99 | 12 |
| WOMEN TOTAL | 113,200 | 1.87 | 12 |
| 18-49 | 87,900 | 1.91 | 12 |
| 12-24 | 41,000 | 1.99 | 13 |
| 18-34 | 55,600 | 1.94 | 12 |
| 25-49 | 66,300 | 1.92 | 12 |
| 25-54 | 72,000 | 1.90 | 12 |
| MEN TOTAL | 126,200 | 2.05 | 11 |
| 18-49 | 102,000 | 2.05 | 11 |
| 18-34 | 66,600 | 2.05 | 11 |
| 21-49 | 91,800 | 2.06 | 11 |
| 25-49 | 75,700 | 2.07 | 11 |
| 25-54 | 81,700 | 2.06 | 11 |
| TEENS TOTAL | 39,500 | 2.11 | 13 |
| CHILD TOTAL | 82,100 | 2.25 | 13 |
| 6-11 | 47,100 | 2.28 | 13 |

## ST. LOUIS (MT. VERNON)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 928,000 | 1.48 | 14 |
| PERSONS 2+ | 2,369,600 | 1.45 | 15 |
| 18+ | 1,799,800 | 1.43 | 16 |
| 18-49 | 1,158,800 | 1.38 | 16 |
| 12-24 | 423,200 | 1.36 | 16 |
| 12-34 | 838,900 | 1.38 | 16 |
| 18-34 | 639,100 | 1.35 | 17 |
| WOMEN TOTAL | 961,000 | 1.48 | 14 |
| 18-49 | 593,400 | 1.40 | 16 |
| 12-24 | 211,700 | 1.39 | 15 |
| 18-34 | 325,400 | 1.38 | 16 |
| 25-49 | 479,900 | 1.43 | 16 |
| 25-54 | 541,600 | 1.44 | 16 |
| MEN TOTAL | 838,800 | 1.40 | 16 |
| 18-49 | 565,400 | 1.35 | 17 |
| 18-34 | 313,700 | 1.32 | 18 |
| 21-49 | 521,100 | 1.36 | 17 |
| 25-49 | 455,500 | 1.39 | 17 |
| 25-54 | 512,500 | 1.39 | 17 |
| TEENS TOTAL | 199,800 | 1.49 | 12 |
| CHILD TOTAL | 370,000 | 1.52 | 15 |
| 6-11 | 220,700 | 1.54 | 14 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 144,200 | 1.85 | 12 |
| PERSONS 2+ | 405,400 | 1.84 | 12 |
| 18+ | 281,200 | 1.80 | 13 |
| 18-49 | 194,900 | 1.71 | 14 |
| 12-24 | 93,200 | 1.86 | 13 |
| 12-34 | 161,100 | 1.77 | 13 |
| 18-34 | 114,800 | 1.68 | 15 |
| WOMEN TOTAL | 160,100 | 1.87 | 11 |
| 18-49 | 108,400 | 1.79 | 12 |
| 12-24 | 47,700 | 1.88 | 12 |
| 18-34 | 62,900 | 1.75 | 13 |
| 25-49 | 83,800 | 1.80 | 13 |
| 25-54 | 92,900 | 1.82 | 12 |
| MEN TOTAL | 121,100 | 1.70 | 13 |
| 18-49 | 86,500 | 1.62 | 16 |
| 18-34 | 51,900 | 1.59 | 15 |
| 21-49 | 76,300 | 1.61 | 16 |
| 25-49 | 64,200 | 1.61 | 16 |
| 25-54 | 71,800 | 1.63 | 15 |
| TEENS TOTAL | 46,300 | 2.04 | 12 |
| CHILD TOTAL | 77,900 | 1.91 | 12 |
| 6-11 | 46,100 | 1.94 | 12 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 8,400 | .17 | 53 |
| PERSONS 2+ | 25,800 | .15 | 55 |
| 18+ | 18,100 | .15 | 54 |
| 18-49 | 13,800 | .14 | 55 |
| 12-24 | 5,700 | .13 | 59 |
| 12-34 | 11,000 | .14 | 56 |
| 18-34 | 8,300 | .14 | 57 |
| WOMEN TOTAL | 9,000 | .15 | 53 |
| 18-49 | 6,500 | .14 | 54 |
| 12-24 | 2,900 | .14 | 55 |
| 18-34 | 3,900 | .14 | 57 |
| 25-49 | 5,100 | .15 | 53 |
| 25-54 | 5,700 | .15 | 53 |
| MEN TOTAL | 9,100 | .15 | 55 |
| 18-49 | 7,000 | .14 | 55 |
| 18-34 | 4,400 | .14 | 57 |
| 21-49 | 6,400 | .14 | 55 |
| 25-49 | 5,400 | .15 | 55 |
| 25-54 | 5,800 | .15 | 55 |
| TEENS TOTAL | 2,700 | .14 | 57 |
| CHILD TOTAL | 5,000 | .14 | 60 |
| 6-11 | 2,700 | .13 | 60 |

## SALINAS-MONTEREY

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 198,400 | .31 | 75 |
| PERSONS 2+ | 565,100 | .35 | 72 |
| 18+ | 432,300 | .34 | 70 |
| 18-49 | 309,100 | .37 | 65 |
| 12-24 | 117,200 | .38 | 69 |
| 12-34 | 224,200 | .37 | 68 |
| 18-34 | 179,400 | .38 | 64 |
| WOMEN TOTAL | 212,200 | .32 | 75 |
| 18-49 | 143,800 | .34 | 72 |
| 12-24 | 53,100 | .35 | 75 |
| 18-34 | 81,000 | .34 | 72 |
| 25-49 | 112,400 | .34 | 70 |
| 25-54 | 123,800 | .33 | 72 |
| MEN TOTAL | 220,100 | .37 | 67 |
| 18-49 | 165,300 | .39 | 62 |
| 18-34 | 98,400 | .41 | 60 |
| 21-49 | 148,800 | .39 | 62 |
| 25-49 | 124,300 | .38 | 62 |
| 25-54 | 135,900 | .37 | 63 |
| TEENS TOTAL | 44,800 | .33 | 76 |
| CHILD TOTAL | 89,000 | .37 | 70 |
| 6-11 | 50,800 | .36 | 73 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 6,700 | .09 | 104 |
| PERSONS 2+ | 23,700 | .11 | 101 |
| 18+ | 17,400 | .11 | 99 |
| 18-49 | 14,800 | .13 | 96 |
| 12-24 | 6,600 | .13 | 99 |
| 12-34 | 12,800 | .14 | 95 |
| 18-34 | 10,900 | .16 | 94 |
| WOMEN TOTAL | 5,600 | .06 | 102 |
| 18-49 | 5,300 | .09 | 101 |
| 12-24 | 2,400 | .09 | 101 |
| 18-34 | 3,800 | .11 | 100 |
| 25-49 | 3,700 | .06 | 101 |
| 25-54 | 4,000 | .06 | 101 |
| MEN TOTAL | 10,800 | .15 | 92 |
| 18-49 | 9,500 | .18 | 87 |
| 18-34 | 7,100 | .22 | 80 |
| 21-49 | 8,400 | .18 | 87 |
| 25-49 | 6,400 | .16 | 88 |
| 25-54 | 6,700 | .16 | 90 |
| TEENS TOTAL | 1,900 | .06 | 104 |
| CHILD TOTAL | 4,400 | .11 | 101 |
| 6-11 | 2,400 | .10 | 102 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 35,300 | .76 | 26 |
| PERSONS 2+ | 164,100 | .93 | 22 |
| 18+ | 107,600 | .88 | 24 |
| 18-49 | 89,800 | .94 | 22 |
| 12-24 | 43,500 | 1.01 | 21 |
| 12-34 | 79,300 | .99 | 20 |
| 18-34 | 60,800 | .99 | 20 |
| WOMEN TOTAL | 49,000 | .81 | 24 |
| 18-49 | 39,800 | .87 | 23 |
| 12-24 | 19,900 | .97 | 23 |
| 18-34 | 26,400 | .92 | 22 |
| 25-49 | 28,900 | .84 | 23 |
| 25-54 | 31,100 | .82 | 23 |
| MEN TOTAL | 58,600 | .95 | 19 |
| 18-49 | 50,000 | 1.01 | 19 |
| 18-34 | 34,400 | 1.06 | 19 |
| 21-49 | 44,400 | 1.00 | 19 |
| 25-49 | 35,600 | .98 | 19 |
| 25-54 | 37,900 | .95 | 19 |
| TEENS TOTAL | 18,500 | .98 | 22 |
| CHILD TOTAL | 38,000 | 1.06 | 20 |
| 6-11 | 21,800 | 1.08 | 21 |

# METRO MARKETS POPULATION SUMMARY

## SALT LAKE CITY (CEDAR CITY)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 430,600 | .69 | 41 |
| PERSONS 2+ | 1,318,200 | .81 | 35 |
| 18+ | 876,600 | .70 | 41 |
| 18-49 | 631,000 | .75 | 36 |
| 12-24 | 314,200 | 1.01 | 25 |
| 12-34 | 533,300 | .88 | 29 |
| 18-34 | 377,900 | .80 | 34 |
| WOMEN TOTAL | 449,100 | .68 | 41 |
| 18-49 | 315,400 | .75 | 36 |
| 12-24 | 155,200 | 1.02 | 24 |
| 18-34 | 188,600 | .80 | 34 |
| 25-49 | 235,200 | .70 | 39 |
| 25-54 | 261,300 | .69 | 39 |
| MEN TOTAL | 427,500 | .71 | 38 |
| 18-49 | 315,600 | .75 | 36 |
| 18-34 | 189,300 | .80 | 33 |
| 21-49 | 285,200 | .75 | 36 |
| 25-49 | 237,000 | .72 | 38 |
| 25-54 | 262,200 | .71 | 38 |
| TEENS TOTAL | 155,400 | 1.16 | 20 |
| CHILD TOTAL | 286,200 | 1.18 | 20 |
| 6-11 | 177,400 | 1.24 | 19 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 3,700 | .05 | 117 |
| PERSONS 2+ | 10,100 | .05 | 118 |
| 18+ | 7,000 | .04 | 118 |
| 18-49 | 5,800 | .05 | 116 |
| 12-24 | 2,900 | .06 | 114 |
| 12-34 | 4,900 | .05 | 116 |
| 18-34 | 3,600 | .06 | 114 |
| WOMEN TOTAL | 2,700 | .03 | 123 |
| 18-49 | 2,100 | .03 | 121 |
| 12-24 | 1,100 | .04 | 119 |
| 18-34 | 1,400 | .04 | 120 |
| 25-49 | 1,500 | .03 | 121 |
| 25-54 | 1,600 | .03 | 121 |
| MEN TOTAL | 4,300 | .06 | 111 |
| 18-49 | 3,700 | .07 | 112 |
| 18-34 | 2,400 | .07 | 112 |
| 21-49 | 3,200 | .07 | 110 |
| 25-49 | 2,500 | .06 | 112 |
| 25-54 | 2,600 | .06 | 112 |
| TEENS TOTAL | 1,100 | .05 | 11[illegible] |
| CHILD TOTAL | 2,000 | .05 | 11[illegible] |
| 6-11 | 1,000 | .04 | 120 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 20,500 | .41 | 33 |
| PERSONS 2+ | 72,500 | .41 | 33 |
| 18+ | 45,300 | .37 | 34 |
| 18-49 | 36,400 | .38 | 35 |
| 12-24 | 16,700 | .43 | 30 |
| 12-34 | 32,500 | .41 | 32 |
| 18-34 | 23,600 | .39 | 34 |
| WOMEN TOTAL | 22,100 | .37 | 33 |
| 18-49 | 17,500 | .38 | 33 |
| 12-24 | 9,200 | .45 | 30 |
| 18-34 | 11,300 | .39 | 33 |
| 25-49 | 12,700 | .37 | 33 |
| 25-54 | 13,900 | .37 | 33 |
| MEN TOTAL | 23,200 | .38 | 35 |
| 18-49 | 18,900 | .38 | 35 |
| 18-34 | 12,500 | .38 | 34 |
| 21-49 | 16,800 | .38 | 35 |
| 25-49 | 13,700 | .38 | 35 |
| 25-54 | 15,000 | .38 | 35 |
| TEENS TOTAL | 8,700 | .46 | 29 |
| CHILD TOTAL | 18,500 | .51 | 28 |
| 6-11 | 10,800 | .52 | 28 |

## SAN ANTONIO (KERRVILLE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 463,600 | .74 | 36 |
| PERSONS 2+ | 1,290,500 | .79 | 36 |
| 18+ | 945,900 | .75 | 35 |
| 18-49 | 649,800 | .77 | 35 |
| 12-24 | 268,400 | .86 | 31 |
| 12-34 | 497,100 | .82 | 35 |
| 18-34 | 374,600 | .79 | 35 |
| WOMEN TOTAL | 496,200 | .75 | 36 |
| 18-49 | 329,500 | .78 | 35 |
| 12-24 | 132,100 | .86 | 31 |
| 18-34 | 187,500 | .80 | 36 |
| 25-49 | 257,600 | .77 | 35 |
| 25-54 | 288,500 | .77 | 35 |
| MEN TOTAL | 449,700 | .75 | 35 |
| 18-49 | 320,300 | .77 | 35 |
| 18-34 | 187,100 | .79 | 35 |
| 21-49 | 288,500 | .75 | 35 |
| 25-49 | 246,300 | .75 | 35 |
| 25-54 | 274,200 | .75 | 35 |
| TEENS TOTAL | 122,500 | .92 | 28 |
| CHILD TOTAL | 222,100 | .91 | 30 |
| 6-11 | 120,900 | .92 | 29 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 21,800 | .41 | 59 |
| PERSONS 2+ | 64,700 | .38 | 62 |
| 18+ | 61,100 | .39 | 60 |
| 18-49 | 43,600 | .38 | 62 |
| 12-24 | 19,000 | .38 | 64 |
| 12-34 | 35,100 | .38 | 63 |
| 18-34 | 26,900 | .39 | 62 |
| WOMEN TOTAL | 32,300 | .38 | 60 |
| 18-49 | 22,200 | .37 | 62 |
| 12-24 | 9,400 | .37 | 63 |
| 18-34 | 13,500 | .38 | 62 |
| 25-49 | 16,900 | .36 | 62 |
| 25-54 | 18,700 | .36 | 61 |
| MEN TOTAL | 28,800 | .41 | 58 |
| 18-49 | 21,400 | .40 | 60 |
| 18-34 | 13,400 | .41 | 59 |
| 21-49 | 18,900 | .40 | 60 |
| 25-49 | 15,900 | .40 | 58 |
| 25-54 | 17,600 | .40 | 58 |
| TEENS TOTAL | 8,200 | .36 | 64 |
| CHILD TOTAL | 15,400 | .38 | 66 |
| 6-11 | 9,000 | .38 | 64 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 185,200 | 3.70 | 5 |
| PERSONS 2+ | 615,600 | 3.46 | 5 |
| 18+ | 417,100 | 3.42 | 5 |
| 18-49 | 307,400 | 3.21 | 6 |
| 12-24 | 144,000 | 3.22 | 6 |
| 12-34 | 255,700 | 3.20 | 7 |
| 18-34 | 186,400 | 3.04 | 8 |
| WOMEN TOTAL | 219,800 | 3.63 | 5 |
| 18-49 | 157,300 | 3.42 | 5 |
| 12-24 | 72,800 | 3.52 | 5 |
| 18-34 | 94,000 | 3.27 | 6 |
| 25-49 | 119,100 | 3.46 | 6 |
| 25-54 | 132,000 | 3.48 | 6 |
| MEN TOTAL | 197,300 | 3.21 | 6 |
| 18-49 | 150,100 | 3.02 | 8 |
| 18-34 | 92,400 | 2.84 | 9 |
| 21-49 | 134,400 | 3.02 | 8 |
| 25-49 | 113,600 | 3.11 | 7 |
| 25-54 | 124,600 | 3.14 | 7 |
| TEENS TOTAL | 69,300 | 3.70 | 7 |
| CHILD TOTAL | 129,100 | 3.59 | 5 |
| 6-11 | 75,200 | 3.69 | 5 |

## SAN DIEGO

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 911,200 | 1.46 | 15 |
| PERSONS 2+ | 2,481,400 | 1.52 | 13 |
| 18+ | 1,934,600 | 1.54 | 13 |
| 18-49 | 1,369,800 | 1.63 | 12 |
| 12-24 | 519,800 | 1.67 | 12 |
| 12-34 | 1,016,400 | 1.68 | 12 |
| 18-34 | 833,400 | 1.76 | 12 |
| WOMEN TOTAL | 952,200 | 1.45 | 15 |
| 18-49 | 639,300 | 1.51 | 14 |
| 12-24 | 231,200 | 1.61 | 12 |
| 18-34 | 373,600 | 1.59 | 12 |
| 25-49 | 497,300 | 1.46 | 14 |
| 25-54 | 551,100 | 1.46 | 15 |
| MEN TOTAL | 982,400 | 1.64 | 12 |
| 18-49 | 730,500 | 1.75 | 12 |
| 18-34 | 459,800 | 1.93 | 11 |
| 21-49 | 654,700 | 1.71 | 12 |
| 25-49 | 535,700 | 1.63 | 13 |
| 25-54 | 586,500 | 1.60 | 14 |
| TEENS TOTAL | 183,000 | 1.37 | 16 |
| CHILD TOTAL | 363,800 | 1.49 | 16 |
| 6-11 | 208,000 | 1.48 | 16 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 50,800 | .65 | 39 |
| PERSONS 2+ | 149,200 | .68 | 39 |
| 18+ | 107,800 | .69 | 36 |
| 18-49 | 90,000 | .79 | 27 |
| 12-24 | 41,600 | .83 | 27 |
| 12-34 | 76,900 | .84 | 27 |
| 18-34 | 64,100 | .94 | 23 |
| WOMEN TOTAL | 47,900 | .56 | 45 |
| 18-49 | 38,200 | .63 | 41 |
| 12-24 | 16,500 | .65 | 44 |
| 18-34 | 25,700 | .72 | 36 |
| 25-49 | 27,900 | .60 | 42 |
| 25-54 | 30,300 | .59 | 42 |
| MEN TOTAL | 59,900 | .84 | 25 |
| 18-49 | 51,800 | .97 | 21 |
| 18-34 | 38,400 | 1.18 | 18 |
| 21-49 | 44,300 | .93 | 22 |
| 25-49 | 33,300 | .84 | 25 |
| 25-54 | 35,800 | .81 | 26 |
| TEENS TOTAL | 12,800 | .86 | 49 |
| CHILD TOTAL | 28,700 | .70 | 37 |
| 6-11 | 15,700 | .66 | 42 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 132,800 | 2.65 | 10 |
| PERSONS 2+ | 515,200 | 2.92 | 9 |
| 18+ | 352,900 | 2.89 | 8 |
| 18-49 | 288,800 | 3.02 | 8 |
| 12-24 | 139,700 | 3.22 | 9 |
| 12-34 | 252,500 | 3.16 | 8 |
| 18-34 | 197,500 | 3.22 | 7 |
| WOMEN TOTAL | 170,200 | 2.81 | 8 |
| 18-49 | 134,200 | 2.92 | 8 |
| 12-24 | 63,900 | 3.10 | 9 |
| 18-34 | 88,500 | 3.08 | 8 |
| 25-49 | 97,200 | 2.82 | 9 |
| 25-54 | 105,600 | 2.78 | 9 |
| MEN TOTAL | 182,700 | 2.97 | 8 |
| 18-49 | 154,300 | 3.10 | 7 |
| 18-34 | 109,000 | 3.36 | 7 |
| 21-49 | 135,300 | 3.04 | 7 |
| 25-49 | 106,600 | 2.92 | 8 |
| 25-54 | 114,000 | 2.87 | 8 |
| TEENS TOTAL | 55,000 | 2.93 | 8 |
| CHILD TOTAL | 108,300 | 3.01 | 9 |
| 6-11 | 61,800 | 2.99 | 9 |

# METRO MARKETS POPULATION SUMMARY

## SAN FRANCISCO-OAKLAND-SAN JOSE (SANTA ROSA & VALLEJO)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,269,200 | 2.19 | 9 |
| PERSONS 2+ | 3,455,400 | 2.11 | 10 |
| 18+ | 2,774,300 | 2.21 | 9 |
| 18-49 | 1,888,800 | 2.24 | 10 |
| 12-24 | 681,200 | 1.87 | 10 |
| 12-34 | 1,247,700 | 2.08 | 10 |
| 18-34 | 1,013,200 | 2.14 | 10 |
| WOMEN TOTAL | 1,419,700 | 2.16 | 9 |
| 18-49 | 928,700 | 2.20 | 10 |
| 12-24 | 280,300 | 1.83 | 10 |
| 18-34 | 491,600 | 2.09 | 10 |
| 25-49 | 762,800 | 2.27 | 10 |
| 25-54 | 852,900 | 2.26 | 10 |
| MEN TOTAL | 1,354,600 | 2.26 | 9 |
| 18-49 | 960,100 | 2.29 | 10 |
| 18-34 | 521,600 | 2.19 | 10 |
| 21-49 | 893,200 | 2.34 | 9 |
| 25-49 | 779,300 | 2.37 | 9 |
| 25-54 | 869,000 | 2.36 | 9 |
| TEENS TOTAL | 234,500 | 1.75 | 11 |
| CHILD TOTAL | 446,600 | 1.83 | 10 |
| 6-11 | 256,800 | 1.80 | 10 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 149,700 | 1.92 | 11 |
| PERSONS 2+ | 392,600 | 1.78 | 14 |
| 18+ | 291,200 | 1.86 | 11 |
| 18-49 | 210,200 | 1.85 | 11 |
| 12-24 | 81,700 | 1.62 | 16 |
| 12-34 | 157,500 | 1.73 | 15 |
| 18-34 | 122,000 | 1.78 | 12 |
| WOMEN TOTAL | 152,300 | 1.78 | 13 |
| 18-49 | 106,700 | 1.78 | 13 |
| 12-24 | 39,900 | 1.58 | 16 |
| 18-34 | 60,800 | 1.69 | 15 |
| 25-49 | 84,300 | 1.81 | 12 |
| 25-54 | 93,400 | 1.81 | 13 |
| MEN TOTAL | 138,900 | 1.95 | 11 |
| 18-49 | 103,500 | 1.94 | 11 |
| 18-34 | 61,200 | 1.88 | 12 |
| 21-49 | 93,800 | 1.98 | 11 |
| 25-49 | 79,700 | 2.00 | 11 |
| 25-54 | 88,200 | 2.00 | 11 |
| TEENS TOTAL | 35,500 | 1.56 | 17 |
| CHILD TOTAL | 65,900 | 1.61 | 16 |
| 6-11 | 38,000 | 1.60 | 16 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 137,400 | 2.74 | 8 |
| PERSONS 2+ | 475,000 | 2.69 | 10 |
| 18+ | 345,800 | 2.83 | 9 |
| 18-49 | 268,800 | 2.81 | 9 |
| 12-24 | 111,000 | 2.56 | 10 |
| 12-34 | 216,600 | 2.71 | 10 |
| 18-34 | 173,600 | 2.83 | 9 |
| WOMEN TOTAL | 166,800 | 2.76 | 9 |
| 18-49 | 123,800 | 2.69 | 10 |
| 12-24 | 50,900 | 2.47 | 11 |
| 18-34 | 77,700 | 2.71 | 10 |
| 25-49 | 93,900 | 2.72 | 10 |
| 25-54 | 103,400 | 2.73 | 10 |
| MEN TOTAL | 179,000 | 2.91 | 9 |
| 18-49 | 145,000 | 2.92 | 9 |
| 18-34 | 95,900 | 2.95 | 8 |
| 21-49 | 130,600 | 2.94 | 9 |
| 25-49 | 106,900 | 2.93 | 8 |
| 25-54 | 116,200 | 2.93 | 8 |
| TEENS TOTAL | 43,000 | 2.29 | 11 |
| CHILD TOTAL | 86,200 | 2.40 | 11 |
| 6-11 | 48,700 | 2.36 | 11 |

## SAVANNAH

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 101,800 | .16 | 121 |
| PERSONS 2+ | 268,100 | .16 | 119 |
| 18+ | 200,700 | .16 | 118 |
| 18-49 | 132,400 | .16 | 120 |
| 12-24 | 53,000 | .17 | 119 |
| 12-34 | 99,300 | .16 | 118 |
| 18-34 | 75,400 | .16 | 117 |
| WOMEN TOTAL | 106,500 | .16 | 119 |
| 18-49 | 67,500 | .16 | 118 |
| 12-24 | 26,200 | .17 | 119 |
| 18-34 | 38,000 | .16 | 115 |
| 25-49 | 53,000 | .16 | 119 |
| 25-54 | 59,600 | .16 | 119 |
| MEN TOTAL | 94,200 | .16 | 122 |
| 18-49 | 64,900 | .16 | 120 |
| 18-34 | 37,400 | .16 | 122 |
| 21-49 | 68,800 | .15 | 120 |
| 25-49 | 50,300 | .15 | 120 |
| 25-54 | 56,400 | .15 | 120 |
| TEENS TOTAL | 23,900 | .18 | 117 |
| CHILD TOTAL | 43,500 | .18 | 118 |
| 6-11 | 26,000 | .18 | 118 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 31,900 | .41 | 57 |
| PERSONS 2+ | 93,900 | .43 | 56 |
| 18+ | 64,900 | .41 | 57 |
| 18-49 | 44,300 | .39 | 61 |
| 12-24 | 21,700 | .43 | 57 |
| 12-34 | 37,100 | .41 | 62 |
| 18-34 | 26,700 | .39 | 63 |
| WOMEN TOTAL | 36,400 | .43 | 55 |
| 18-49 | 24,100 | .40 | 59 |
| 12-24 | 11,000 | .43 | 57 |
| 18-34 | 14,200 | .40 | 60 |
| 25-49 | 18,200 | .39 | 58 |
| 25-54 | 20,200 | .39 | 58 |
| MEN TOTAL | 28,500 | .40 | 59 |
| 18-49 | 20,200 | .38 | 63 |
| 18-34 | 12,500 | .38 | 63 |
| 21-49 | 18,000 | .38 | 61 |
| 25-49 | 14,800 | .37 | 61 |
| 25-54 | 16,500 | .37 | 61 |
| TEENS TOTAL | 10,400 | .46 | 56 |
| CHILD TOTAL | 18,600 | .46 | 56 |
| 6-11 | 11,200 | .47 | 56 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,000 | .02 | 116 |
| PERSONS 2+ | 3,100 | .02 | 122 |
| 18+ | 2,100 | .02 | 121 |
| 18-49 | 1,700 | .02 | 121 |
| 12-24 | 800 | .02 | 124 |
| 12-34 | 1,500 | .02 | 121 |
| 18-34 | 1,100 | .02 | 120 |
| WOMEN TOTAL | 900 | .01 | 122 |
| 18-49 | 700 | .02 | 124 |
| 12-24 | 400 | .02 | 117 |
| 18-34 | 500 | .02 | 120 |
| 25-49 | 500 | .01 | 121 |
| 25-54 | 600 | .02 | 118 |
| MEN TOTAL | 1,200 | .02 | 120 |
| 18-49 | 1,000 | .02 | 120 |
| 18-34 | 600 | .02 | 120 |
| 21-49 | 900 | .02 | 120 |
| 25-49 | 800 | .02 | 117 |
| 25-54 | 800 | .02 | 118 |
| TEENS TOTAL | 400 | .02 | 114 |
| CHILD TOTAL | 600 | .02 | 122 |
| 6-11 | 400 | .02 | 114 |

## SEATTLE-TACOMA (BELLINGHAM & WENATCHEE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,008,500 | 1.61 | 12 |
| PERSONS 2+ | 2,490,200 | 1.52 | 12 |
| 18+ | 1,934,800 | 1.54 | 12 |
| 18-49 | 1,353,300 | 1.61 | 13 |
| 12-24 | 436,500 | 1.40 | 14 |
| 12-34 | 919,700 | 1.52 | 14 |
| 18-34 | 738,400 | 1.55 | 14 |
| WOMEN TOTAL | 986,500 | 1.50 | 12 |
| 18-49 | 668,400 | 1.58 | 12 |
| 12-24 | 213,400 | 1.40 | 14 |
| 18-34 | 360,900 | 1.53 | 14 |
| 25-49 | 545,100 | 1.63 | 12 |
| 25-54 | 604,500 | 1.60 | 12 |
| MEN TOTAL | 948,300 | 1.58 | 13 |
| 18-49 | 684,900 | 1.64 | 13 |
| 18-34 | 374,500 | 1.58 | 13 |
| 21-49 | 636,000 | 1.66 | 13 |
| 25-49 | 558,000 | 1.69 | 12 |
| 25-54 | 616,800 | 1.68 | 12 |
| TEENS TOTAL | 184,200 | 1.38 | 15 |
| CHILD TOTAL | 371,100 | 1.52 | 14 |
| 6-11 | 216,100 | 1.51 | 15 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 44,000 | .56 | 47 |
| PERSONS 2+ | 117,900 | .54 | 50 |
| 18+ | 82,700 | .53 | 51 |
| 18-49 | 65,300 | .57 | 46 |
| 12-24 | 26,900 | .53 | 50 |
| 12-34 | 52,000 | .57 | 47 |
| 18-34 | 40,900 | .60 | 43 |
| WOMEN TOTAL | 38,600 | .45 | 54 |
| 18-49 | 29,800 | .49 | 52 |
| 12-24 | 12,500 | .49 | 53 |
| 18-34 | 18,600 | .52 | 50 |
| 25-49 | 22,700 | .49 | 52 |
| 25-54 | 24,600 | .48 | 52 |
| MEN TOTAL | 44,100 | .62 | 43 |
| 18-49 | 35,500 | .67 | 39 |
| 18-34 | 22,300 | .68 | 37 |
| 21-49 | 32,100 | .68 | 36 |
| 25-49 | 26,800 | .67 | 36 |
| 25-54 | 29,000 | .66 | 40 |
| TEENS TOTAL | 11,100 | .49 | 54 |
| CHILD TOTAL | 24,100 | .59 | 47 |
| 6-11 | 13,700 | .58 | 49 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 23,500 | .47 | 32 |
| PERSONS 2+ | 75,500 | .43 | 32 |
| 18+ | 51,700 | .42 | 32 |
| 18-49 | 43,300 | .45 | 30 |
| 12-24 | 18,200 | .42 | 31 |
| 12-34 | 35,300 | .44 | 29 |
| 18-34 | 27,700 | .45 | 30 |
| WOMEN TOTAL | 24,700 | .41 | 32 |
| 18-49 | 20,300 | .44 | 31 |
| 12-24 | 8,600 | .42 | 32 |
| 18-34 | 12,800 | .45 | 29 |
| 25-49 | 15,400 | .45 | 31 |
| 25-54 | 16,500 | .44 | 32 |
| MEN TOTAL | 27,000 | .44 | 31 |
| 18-49 | 23,000 | .46 | 30 |
| 18-34 | 14,900 | .46 | 31 |
| 21-49 | 20,800 | .47 | 30 |
| 25-49 | 17,300 | .47 | 30 |
| 25-54 | 18,600 | .47 | 30 |
| TEENS TOTAL | 7,600 | .41 | 33 |
| CHILD TOTAL | 16,200 | .45 | 32 |
| 6-11 | 9,100 | .44 | 33 |

# METRO MARKETS POPULATION SUMMARY

## SHREVEPORT-TEXARKANA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 187,500 | .30 | 77 |
| PERSONS 2+ | 489,200 | .30 | 80 |
| 18+ | 361,100 | .29 | 82 |
| 18-49 | 227,000 | .27 | 85 |
| 12-24 | 93,200 | .30 | 84 |
| 12-34 | 170,600 | .28 | 84 |
| 18-34 | 123,800 | .26 | 87 |
| WOMEN TOTAL | 194,400 | .30 | 80 |
| 18-49 | 117,000 | .28 | 82 |
| 12-24 | 46,700 | .31 | 83 |
| 18-34 | 63,200 | .27 | 85 |
| 25-49 | 93,500 | .28 | 81 |
| 25-54 | 106,500 | .28 | 81 |
| MEN TOTAL | 166,700 | .28 | 83 |
| 18-49 | 110,000 | .26 | 85 |
| 18-34 | 60,600 | .25 | 88 |
| 21-49 | 100,100 | .26 | 85 |
| 25-49 | 87,100 | .27 | 84 |
| 25-54 | 98,800 | .27 | 84 |
| TEENS TOTAL | 46,800 | .35 | 73 |
| CHILD TOTAL | 81,300 | .33 | 77 |
| 6-11 | 49,300 | .34 | 74 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 61,300 | .66 | 38 |
| PERSONS 2+ | 151,600 | .69 | 38 |
| 18+ | 100,800 | .64 | 41 |
| 18-49 | 68,800 | .60 | 42 |
| 12-24 | 34,900 | .69 | 38 |
| 12-34 | 56,800 | .64 | 42 |
| 18-34 | 40,400 | .59 | 45 |
| WOMEN TOTAL | 57,100 | .67 | 38 |
| 18-49 | 37,700 | .62 | 42 |
| 12-24 | 17,800 | .70 | 37 |
| 18-34 | 21,900 | .61 | 43 |
| 25-49 | 29,100 | .63 | 40 |
| 25-54 | 32,600 | .63 | 40 |
| MEN TOTAL | 43,700 | .61 | 44 |
| 18-49 | 31,100 | .58 | 45 |
| 18-34 | 18,500 | .57 | 46 |
| 21-49 | 27,400 | .58 | 45 |
| 25-49 | 23,200 | .58 | 45 |
| 25-54 | 25,800 | .59 | 45 |
| TEENS TOTAL | 18,400 | .81 | 29 |
| CHILD TOTAL | 32,400 | .79 | 30 |
| 6-11 | 19,500 | .82 | 30 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,800 | .04 | 101 |
| PERSONS 2+ | 6,200 | .04 | 102 |
| 18+ | 4,300 | .04 | 102 |
| 18-49 | 3,400 | .04 | 102 |
| 12-24 | 1,200 | .03 | 111 |
| 12-34 | 2,800 | .03 | 102 |
| 18-34 | 2,200 | .04 | 103 |
| WOMEN TOTAL | 1,900 | .03 | 104 |
| 18-49 | 1,500 | .03 | 103 |
| 12-24 | 500 | .02 | 110 |
| 18-34 | 900 | .03 | 106 |
| 25-49 | 1,300 | .04 | 97 |
| 25-54 | 1,400 | .04 | 97 |
| MEN TOTAL | 2,400 | .04 | 99 |
| 18-49 | 1,900 | .04 | 100 |
| 18-34 | 1,300 | .04 | 98 |
| 21-49 | 1,800 | .04 | 94 |
| 25-49 | 1,500 | .04 | 94 |
| 25-54 | 1,600 | .04 | 93 |
| TEENS TOTAL | 600 | .03 | 101 |
| CHILD TOTAL | 1,300 | .04 | 97 |
| 6-11 | 800 | .04 | 94 |

## SIOUX CITY

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 42,700 | .07 | 150 |
| PERSONS 2+ | 111,300 | .07 | 150 |
| 18+ | 82,100 | .07 | 150 |
| 18-49 | 51,000 | .06 | 152 |
| 12-24 | 20,900 | .07 | 151 |
| 12-34 | 38,500 | .06 | 151 |
| 18-34 | 28,200 | .06 | 151 |
| WOMEN TOTAL | 43,400 | .07 | 149 |
| 18-49 | 25,600 | .06 | 152 |
| 12-24 | 10,300 | .07 | 151 |
| 18-34 | 14,100 | .06 | 152 |
| 25-49 | 20,300 | .06 | 152 |
| 25-54 | 22,900 | .06 | 151 |
| MEN TOTAL | 38,700 | .06 | 150 |
| 18-49 | 25,400 | .06 | 151 |
| 18-34 | 14,100 | .06 | 151 |
| 21-49 | 23,200 | .06 | 151 |
| 25-49 | 20,100 | .06 | 151 |
| 25-54 | 22,500 | .06 | 151 |
| TEENS TOTAL | 10,300 | .08 | 149 |
| CHILD TOTAL | 18,900 | .08 | 148 |
| 6-11 | 11,500 | .08 | 148 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 600 | .01 | 138 |
| PERSONS 2+ | 1,900 | .01 | 137 |
| 18+ | 1,300 | .01 | 137 |
| 18-49 | 1,000 | .01 | 138 |
| 12-24 | 500 | .01 | 136 |
| 12-34 | 800 | .01 | 139 |
| 18-34 | 600 | .01 | 139 |
| WOMEN TOTAL | 500 | .01 | 137 |
| 18-49 | 400 | .01 | 138 |
| 12-24 | 200 | .01 | 136 |
| 18-34 | 200 | .01 | 139 |
| 25-49 | 300 | .01 | 136 |
| 25-54 | 300 | .01 | 136 |
| MEN TOTAL | 800 | .01 | 135 |
| 18-49 | 600 | .01 | 137 |
| 18-34 | 400 | .01 | 137 |
| 21-49 | 500 | .01 | 137 |
| 25-49 | 400 | .01 | 138 |
| 25-54 | 500 | .01 | 136 |
| TEENS TOTAL | 200 | .01 | 134 |
| CHILD TOTAL | 400 | .01 | 137 |
| 6-11 | 200 | .01 | 139 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,100 | .02 | 115 |
| PERSONS 2+ | 3,800 | .02 | 114 |
| 18+ | 2,500 | .02 | 119 |
| 18-49 | 2,300 | .02 | 114 |
| 12-24 | 900 | .02 | 117 |
| 12-34 | 1,900 | .02 | 114 |
| 18-34 | 1,700 | .03 | 113 |
| WOMEN TOTAL | 1,000 | .02 | 117 |
| 18-49 | 900 | .02 | 116 |
| 12-24 | 400 | .02 | 117 |
| 18-34 | 600 | .02 | 114 |
| 25-49 | 600 | .02 | 117 |
| 25-54 | 600 | .02 | 118 |
| MEN TOTAL | 1,500 | .02 | 113 |
| 18-49 | 1,400 | .03 | 111 |
| 18-34 | 1,100 | .03 | 107 |
| 21-49 | 1,200 | .03 | 112 |
| 25-49 | 1,000 | .03 | 111 |
| 25-54 | 1,000 | .03 | 114 |
| TEENS TOTAL | 200 | .01 | 129 |
| CHILD TOTAL | 1,100 | .03 | 108 |
| 6-11 | 600 | .03 | 107 |

## SIOUX FALLS-MITCHELL

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 58,600 | .09 | 143 |
| PERSONS 2+ | 147,600 | .09 | 143 |
| 18+ | 110,800 | .09 | 143 |
| 18-49 | 72,900 | .09 | 144 |
| 12-24 | 27,800 | .09 | 144 |
| 12-34 | 54,800 | .09 | 143 |
| 18-34 | 41,900 | .09 | 143 |
| WOMEN TOTAL | 58,400 | .09 | 142 |
| 18-49 | 37,000 | .09 | 142 |
| 12-24 | 14,200 | .09 | 144 |
| 18-34 | 21,400 | .09 | 138 |
| 25-49 | 29,100 | .09 | 141 |
| 25-54 | 32,500 | .09 | 141 |
| MEN TOTAL | 52,400 | .09 | 144 |
| 18-49 | 35,900 | .09 | 144 |
| 18-34 | 20,500 | .09 | 145 |
| 21-49 | 33,200 | .09 | 143 |
| 25-49 | 28,700 | .09 | 141 |
| 25-54 | 31,800 | .09 | 143 |
| TEENS TOTAL | 12,700 | .09 | 141 |
| CHILD TOTAL | 24,100 | .10 | 141 |
| 6-11 | 14,300 | .10 | 141 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 300 | - | 143 |
| PERSONS 2+ | 800 | - | 147 |
| 18+ | 500 | - | 147 |
| 18-49 | 500 | - | 145 |
| 12-24 | 200 | - | 148 |
| 12-34 | 400 | - | 146 |
| 18-34 | 300 | - | 146 |
| WOMEN TOTAL | 200 | - | 142 |
| 18-49 | 200 | - | 141 |
| 12-24 | 100 | - | 142 |
| 18-34 | 100 | - | 142 |
| 25-49 | 100 | - | 145 |
| 25-54 | 100 | - | 146 |
| MEN TOTAL | 300 | - | 147 |
| 18-49 | 300 | .01 | 145 |
| 18-34 | 200 | .01 | 145 |
| 21-49 | 300 | .01 | 145 |
| 25-49 | 300 | .01 | 140 |
| 25-54 | 300 | .01 | 141 |
| TEENS TOTAL | 100 | - | 147 |
| CHILD TOTAL | 200 | - | 145 |
| 6-11 | | | 149 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 200 | - | 150 |
| PERSONS 2+ | 700 | - | 153 |
| 18+ | 400 | - | 153 |
| 18-49 | 300 | - | 153 |
| 12-24 | 200 | - | 148 |
| 12-34 | 400 | - | 150 |
| 18-34 | 200 | - | 152 |
| WOMEN TOTAL | 200 | - | 152 |
| 18-49 | 200 | - | 149 |
| 12-24 | 100 | - | 144 |
| 18-34 | 100 | - | 150 |
| 25-49 | 200 | .01 | 145 |
| 25-54 | 200 | .01 | 146 |
| MEN TOTAL | 200 | - | 154 |
| 18-49 | 100 | - | 155 |
| 18-34 | 100 | - | 151 |
| 21-49 | 100 | - | 153 |
| 25-49 | 100 | - | 152 |
| 25-54 | 100 | - | 152 |
| TEENS TOTAL | 200 | .01 | 129 |
| CHILD TOTAL | 100 | - | 153 |
| 6-11 | | | 154 |

# METRO MARKETS POPULATION SUMMARY

## SOUTH BEND-ELKHART

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 164,100 | .26 | 91 |
| PERSONS 2+ | 429,500 | .26 | 89 |
| 18+ | 324,400 | .26 | 91 |
| 18-49 | 209,800 | .25 | 91 |
| 12-24 | 85,300 | .27 | 88 |
| 12-34 | 154,700 | .25 | 89 |
| 18-34 | 117,300 | .25 | 90 |
| WOMEN TOTAL | 170,500 | .26 | 89 |
| 18-49 | 108,200 | .25 | 92 |
| 12-24 | 42,000 | .27 | 88 |
| 18-34 | 58,600 | .25 | 90 |
| 25-49 | 81,400 | .24 | 91 |
| 25-54 | 91,600 | .24 | 91 |
| MEN TOTAL | 153,900 | .26 | 91 |
| 18-49 | 104,600 | .25 | 90 |
| 18-34 | 58,700 | .25 | 90 |
| 21-49 | 94,200 | .25 | 89 |
| 25-49 | 80,500 | .25 | 90 |
| 25-54 | 90,000 | .24 | 92 |
| TEENS TOTAL | 37,400 | .28 | 89 |
| CHILD TOTAL | 67,700 | .28 | 84 |
| 6-11 | 40,300 | .28 | 86 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 10,600 | .14 | 95 |
| PERSONS 2+ | 30,300 | .14 | 94 |
| 18+ | 20,000 | .13 | 96 |
| 18-49 | 14,200 | .12 | 99 |
| 12-24 | 7,400 | .15 | 97 |
| 12-34 | 12,200 | .13 | 99 |
| 18-34 | 8,500 | .12 | 98 |
| WOMEN TOTAL | 11,100 | .13 | 93 |
| 18-49 | 7,800 | .13 | 94 |
| 12-24 | 3,800 | .15 | 94 |
| 18-34 | 4,700 | .13 | 97 |
| 25-49 | 5,800 | .12 | 94 |
| 25-54 | 6,400 | .12 | 94 |
| MEN TOTAL | 8,900 | .13 | 98 |
| 18-49 | 6,400 | .12 | 101 |
| 18-34 | 3,800 | .12 | 101 |
| 21-49 | 5,700 | .12 | 100 |
| 25-49 | 4,700 | .12 | 100 |
| 25-54 | 5,200 | .12 | 99 |
| TEENS TOTAL | 3,700 | .16 | 92 |
| CHILD TOTAL | 6,600 | .16 | 93 |
| 6-11 | 3,700 | .16 | 95 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,300 | .05 | 87 |
| PERSONS 2+ | 9,000 | .05 | 81 |
| 18+ | 5,700 | .05 | 81 |
| 18-49 | 4,800 | .05 | 81 |
| 12-24 | 2,700 | .06 | 75 |
| 12-34 | 4,500 | .06 | 79 |
| 18-34 | 3,400 | .06 | 80 |
| WOMEN TOTAL | 2,600 | .04 | 83 |
| 18-49 | 2,100 | .05 | 82 |
| 12-24 | 1,300 | .06 | 74 |
| 18-34 | 1,500 | .05 | 79 |
| 25-49 | 1,400 | .04 | 89 |
| 25-54 | 1,600 | .04 | 83 |
| MEN TOTAL | 3,100 | .05 | 81 |
| 18-49 | 2,700 | .05 | 81 |
| 18-34 | 1,900 | .06 | 78 |
| 21-49 | 2,300 | .05 | 81 |
| 25-49 | 1,800 | .05 | 84 |
| 25-54 | 1,800 | .05 | 87 |
| TEENS TOTAL | 1,100 | .06 | 74 |
| CHILD TOTAL | 2,200 | .06 | 75 |
| 6-11 | 1,300 | .06 | 76 |

## SPOKANE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 165,300 | .26 | 89 |
| PERSONS 2+ | 410,200 | .25 | 93 |
| 18+ | 310,400 | .25 | 94 |
| 18-49 | 201,000 | .24 | 96 |
| 12-24 | 77,000 | .25 | 98 |
| 12-34 | 143,100 | .24 | 99 |
| 18-34 | 107,600 | .23 | 99 |
| WOMEN TOTAL | 162,300 | .25 | 94 |
| 18-49 | 101,500 | .24 | 95 |
| 12-24 | 37,900 | .25 | 99 |
| 18-34 | 54,200 | .23 | 99 |
| 25-49 | 80,700 | .24 | 92 |
| 25-54 | 90,700 | .24 | 93 |
| MEN TOTAL | 148,100 | .25 | 93 |
| 18-49 | 99,500 | .24 | 96 |
| 18-34 | 53,400 | .22 | 98 |
| 21-49 | 90,600 | .24 | 96 |
| 25-49 | 78,600 | .24 | 94 |
| 25-54 | 88,600 | .24 | 94 |
| TEENS TOTAL | 35,500 | .27 | 93 |
| CHILD TOTAL | 64,300 | .26 | 88 |
| 6-11 | 38,900 | .27 | 88 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,600 | .02 | 126 |
| PERSONS 2+ | 5,000 | .02 | 130 |
| 18+ | 3,300 | .02 | 131 |
| 18-49 | 2,500 | .02 | 131 |
| 12-24 | 1,200 | .02 | 131 |
| 12-34 | 2,000 | .02 | 131 |
| 18-34 | 1,500 | .02 | 131 |
| WOMEN TOTAL | 1,300 | .02 | 129 |
| 18-49 | 900 | .01 | 130 |
| 12-24 | 500 | .02 | 130 |
| 18-34 | 600 | .02 | 130 |
| 25-49 | 600 | .01 | 129 |
| 25-54 | 700 | .01 | 129 |
| MEN TOTAL | 2,000 | .03 | 130 |
| 18-49 | 1,600 | .03 | 130 |
| 18-34 | 900 | .03 | 130 |
| 21-49 | 1,500 | .03 | 130 |
| 25-49 | 1,200 | .03 | 129 |
| 25-54 | 1,300 | .03 | 129 |
| TEENS TOTAL | 500 | .02 | 127 |
| CHILD TOTAL | 1,200 | .03 | 124 |
| 6-11 | 600 | .03 | 124 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,300 | .05 | 87 |
| PERSONS 2+ | 8,100 | .05 | 83 |
| 18+ | 5,200 | .04 | 91 |
| 18-49 | 4,400 | .05 | 86 |
| 12-24 | 2,100 | .05 | 84 |
| 12-34 | 3,600 | .04 | 88 |
| 18-34 | 2,800 | .05 | 89 |
| WOMEN TOTAL | 2,600 | .04 | 83 |
| 18-49 | 2,100 | .05 | 82 |
| 12-24 | 1,000 | .05 | 82 |
| 18-34 | 1,300 | .05 | 85 |
| 25-49 | 1,500 | .04 | 82 |
| 25-54 | 1,600 | .04 | 83 |
| MEN TOTAL | 2,600 | .04 | 95 |
| 18-49 | 2,300 | .05 | 90 |
| 18-34 | 1,500 | .05 | 91 |
| 21-49 | 1,900 | .04 | 91 |
| 25-49 | 1,600 | .04 | 90 |
| 25-54 | 1,700 | .04 | 91 |
| TEENS TOTAL | 800 | .04 | 86 |
| CHILD TOTAL | 2,100 | .06 | 77 |
| 6-11 | 1,100 | .05 | 79 |

## SPRINGFIELD, MA

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 220,100 | .35 | 69 |
| PERSONS 2+ | 684,200 | .36 | 70 |
| 18+ | 468,300 | .36 | 67 |
| 18-49 | 298,600 | .35 | 69 |
| 12-24 | 123,800 | .40 | 66 |
| 12-34 | 219,600 | .36 | 70 |
| 18-34 | 175,200 | .37 | 67 |
| WOMEN TOTAL | 248,000 | .37 | 66 |
| 18-49 | 154,100 | .36 | 66 |
| 12-24 | 63,700 | .42 | 67 |
| 18-34 | 90,900 | .39 | 64 |
| 25-49 | 112,000 | .33 | 72 |
| 25-54 | 126,500 | .33 | 71 |
| MEN TOTAL | 212,300 | .35 | 68 |
| 18-49 | 144,500 | .35 | 69 |
| 18-34 | 84,300 | .35 | 70 |
| 21-49 | 127,800 | .33 | 70 |
| 25-49 | 107,200 | .33 | 70 |
| 25-54 | 119,500 | .33 | 71 |
| TEENS TOTAL | 44,400 | .33 | 77 |
| CHILD TOTAL | 81,600 | .33 | 76 |
| 6-11 | 48,000 | .34 | 77 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 11,800 | .15 | 90 |
| PERSONS 2+ | 34,400 | .16 | 91 |
| 18+ | 27,400 | .15 | 91 |
| 18-49 | 17,900 | .16 | 90 |
| 12-24 | 9,100 | .18 | 88 |
| 12-34 | 15,300 | .17 | 90 |
| 18-34 | 11,500 | .17 | 91 |
| WOMEN TOTAL | 12,900 | .15 | 91 |
| 18-49 | 9,700 | .16 | 88 |
| 12-24 | 4,700 | .19 | 85 |
| 18-34 | 6,200 | .17 | 87 |
| 25-49 | 6,900 | .15 | 90 |
| 25-54 | 7,600 | .15 | 91 |
| MEN TOTAL | 10,500 | .15 | 94 |
| 18-49 | 8,200 | .15 | 93 |
| 18-34 | 5,300 | .16 | 92 |
| 21-49 | 7,100 | .15 | 93 |
| 25-49 | 5,700 | .14 | 92 |
| 25-54 | 6,200 | .14 | 92 |
| TEENS TOTAL | 3,800 | .17 | 90 |
| CHILD TOTAL | 7,200 | .18 | 89 |
| 6-11 | 4,100 | .17 | 88 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 15,300 | .31 | 41 |
| PERSONS 2+ | 51,100 | .29 | 41 |
| 18+ | 30,200 | .25 | 44 |
| 18-49 | 25,300 | .26 | 42 |
| 12-24 | 14,100 | .32 | 39 |
| 12-34 | 23,600 | .29 | 39 |
| 18-34 | 16,900 | .28 | 40 |
| WOMEN TOTAL | 16,700 | .28 | 39 |
| 18-49 | 14,000 | .30 | 38 |
| 12-24 | 7,400 | .36 | 36 |
| 18-34 | 9,400 | .33 | 38 |
| 25-49 | 9,900 | .29 | 39 |
| 25-54 | 10,700 | .28 | 39 |
| MEN TOTAL | 13,500 | .22 | 45 |
| 18-49 | 11,300 | .23 | 45 |
| 18-34 | 7,500 | .23 | 45 |
| 21-49 | 9,800 | .22 | 45 |
| 25-49 | 8,000 | .22 | 45 |
| 25-54 | 8,700 | .22 | 45 |
| TEENS TOTAL | 6,700 | .36 | 36 |
| CHILD TOTAL | 14,200 | .39 | 35 |
| 6-11 | 8,100 | .39 | 35 |

# METRO MARKETS POPULATION SUMMARY

## SPRINGFIELD, MO

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 94,700 | .15 | 126 |
| PERSONS 2+ | 237,500 | .16 | 126 |
| 18+ | 185,500 | .15 | 125 |
| 18-49 | 122,300 | .15 | 123 |
| 12-24 | 51,600 | .17 | 124 |
| 12-34 | 90,300 | .15 | 125 |
| 18-34 | 71,100 | .15 | 125 |
| WOMEN TOTAL | 98,500 | .15 | 125 |
| 18-49 | 62,200 | .15 | 123 |
| 12-24 | 25,900 | .17 | 122 |
| 18-34 | [illegible]6,200 | .15 | 121 |
| 25-49 | 45,600 | .14 | 125 |
| 25-54 | 51,600 | .14 | 125 |
| MEN TOTAL | 87,000 | .14 | 126 |
| 18-49 | 60,100 | .14 | 125 |
| 18-34 | 34,900 | .15 | 126 |
| 21-49 | 53,200 | .14 | 126 |
| 25-49 | 44,300 | .13 | 126 |
| 25-54 | 49,700 | .14 | 126 |
| TEENS TOTAL | 19,200 | .14 | 129 |
| CHILD TOTAL | 32,800 | .13 | 131 |
| 6-11 | 19,700 | .14 | 131 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,300 | .02 | 131 |
| PERSONS 2+ | 3,600 | .02 | 134 |
| 18+ | 2,600 | .02 | 133 |
| 18-49 | 2,000 | .02 | 133 |
| 12-24 | 1,000 | .02 | 133 |
| 12-34 | 1,700 | .02 | 133 |
| 18-34 | 1,300 | .02 | 133 |
| WOMEN TOTAL | 1,100 | .01 | 132 |
| 18-49 | 800 | .01 | 132 |
| 12-24 | 400 | .02 | 132 |
| 18-34 | 500 | .01 | 132 |
| 25-49 | 600 | .01 | 129 |
| 25-54 | 600 | .01 | 131 |
| MEN TOTAL | 1,500 | .02 | 132 |
| 18-49 | 1,200 | .02 | 132 |
| 18-34 | 800 | .02 | 132 |
| 21-49 | 1,000 | .02 | 132 |
| 25-49 | 800 | .02 | 132 |
| 25-54 | 900 | .02 | 132 |
| TEENS TOTAL | 400 | .02 | 131 |
| CHILD TOTAL | 600 | .01 | 134 |
| 6-11 | 400 | .02 | 129 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 700 | .01 | 129 |
| PERSONS 2+ | 2,000 | .01 | 136 |
| 18+ | 1,500 | .01 | 132 |
| 18-49 | 1,400 | .01 | 129 |
| 12-24 | 800 | .01 | 134 |
| 12-34 | 1,000 | .01 | 133 |
| 18-34 | 1,000 | .02 | 125 |
| WOMEN TOTAL | 800 | .01 | 130 |
| 18-49 | 700 | .02 | 124 |
| 12-24 | 300 | .01 | 125 |
| 18-34 | 500 | .02 | 120 |
| 25-49 | 400 | .01 | 132 |
| 25-54 | 400 | .01 | 133 |
| MEN TOTAL | 700 | .01 | 135 |
| 18-49 | 700 | .01 | 129 |
| 18-34 | 500 | .02 | 124 |
| 21-49 | 600 | .01 | 129 |
| 25-49 | 500 | .01 | 129 |
| 25-54 | 500 | .01 | 132 |
| TEENS TOTAL | | | 154 |
| CHILD TOTAL | 500 | .01 | 127 |
| 6-11 | 400 | .02 | 114 |

## SPRINGFIELD-DECATUR-CHAMPAIGN

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 216,400 | .35 | 70 |
| PERSONS 2+ | 541,400 | .33 | 74 |
| 18+ | 418,900 | .33 | 73 |
| 18-49 | 276,100 | .33 | 73 |
| 12-24 | 113,600 | .37 | 72 |
| 12-34 | 204,600 | .34 | 74 |
| 18-34 | 160,300 | .34 | 74 |
| WOMEN TOTAL | 219,300 | .33 | 73 |
| 18-49 | 137,900 | .33 | 73 |
| 12-24 | 55,400 | .36 | 73 |
| 18-34 | 79,100 | .34 | 74 |
| 25-49 | 104,200 | .31 | 75 |
| 25-54 | 117,600 | .31 | 76 |
| MEN TOTAL | 199,600 | .33 | 72 |
| 18-49 | 138,200 | .33 | 74 |
| 18-34 | 81,200 | .34 | 73 |
| 21-49 | 122,300 | .32 | 75 |
| 25-49 | 102,400 | .31 | 76 |
| 25-54 | 115,200 | .31 | 76 |
| TEENS TOTAL | 44,300 | .33 | 78 |
| CHILD TOTAL | 78,200 | .32 | 78 |
| 6-11 | 45,900 | .32 | 78 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 17,900 | .23 | 79 |
| PERSONS 2+ | 51,100 | .23 | 79 |
| 18+ | 34,000 | .22 | 79 |
| 18-49 | 25,600 | .22 | 78 |
| 12-24 | 13,500 | .27 | 73 |
| 12-34 | 22,200 | .24 | 77 |
| 18-34 | 16,000 | .23 | 76 |
| WOMEN TOTAL | 18,400 | .22 | 80 |
| 18-49 | 13,500 | .22 | 78 |
| 12-24 | 6,900 | .27 | 72 |
| 18-34 | 8,400 | .23 | 76 |
| 25-49 | 9,600 | .21 | 81 |
| 25-54 | 10,500 | .20 | 81 |
| MEN TOTAL | 15,600 | .22 | 79 |
| 18-49 | 12,100 | .23 | 77 |
| 18-34 | 7,600 | .23 | 76 |
| 21-49 | 10,500 | .22 | 77 |
| 25-49 | 8,700 | .22 | 78 |
| 25-54 | 9,600 | .22 | 78 |
| TEENS TOTAL | 6,200 | .27 | 75 |
| CHILD TOTAL | 10,900 | .27 | 76 |
| 6-11 | 6,400 | .27 | 76 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,600 | .03 | 105 |
| PERSONS 2+ | 6,600 | .04 | 101 |
| 18+ | 4,800 | .04 | 98 |
| 18-49 | 4,300 | .04 | 90 |
| 12-24 | 2,300 | .05 | 82 |
| 12-34 | 3,700 | .05 | 86 |
| 18-34 | 3,200 | .05 | 82 |
| WOMEN TOTAL | 2,100 | .03 | 100 |
| 18-49 | 1,800 | .04 | 94 |
| 12-24 | 1,000 | .05 | 82 |
| 18-34 | 1,300 | .05 | 85 |
| 25-49 | 1,100 | .03 | 102 |
| 25-54 | 1,100 | .03 | 105 |
| MEN TOTAL | 2,700 | .04 | 90 |
| 18-49 | 2,500 | .05 | 86 |
| 18-34 | 1,900 | .06 | 78 |
| 21-49 | 1,800 | .04 | 94 |
| 25-49 | 1,400 | .04 | 97 |
| 25-54 | 1,500 | .04 | 97 |
| TEENS TOTAL | 500 | .03 | 108 |
| CHILD TOTAL | 1,300 | .04 | 97 |
| 6-11 | 700 | .03 | 100 |

## SYRACUSE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 242,600 | .39 | 64 |
| PERSONS 2+ | 635,600 | .39 | 64 |
| 18+ | 489,000 | .39 | 63 |
| 18-49 | 323,200 | .38 | 62 |
| 12-24 | 130,500 | .42 | 63 |
| 12-34 | 236,400 | .39 | 65 |
| 18-34 | 187,400 | .40 | 62 |
| WOMEN TOTAL | 257,800 | .39 | 63 |
| 18-49 | 164,000 | .38 | 62 |
| 12-24 | 64,900 | .42 | 64 |
| 18-34 | 94,600 | .40 | 62 |
| 25-49 | 124,100 | .37 | 62 |
| 25-54 | 139,400 | .37 | 62 |
| MEN TOTAL | 231,200 | .39 | 62 |
| 18-49 | 159,200 | .38 | 64 |
| 18-34 | 92,800 | .39 | 64 |
| 21-49 | 141,500 | .37 | 64 |
| 25-49 | 119,600 | .36 | 65 |
| 25-54 | 134,200 | .37 | 64 |
| TEENS TOTAL | 51,000 | .38 | 66 |
| CHILD TOTAL | 95,600 | .39 | 67 |
| 6-11 | 55,900 | .39 | 67 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 13,400 | .17 | 88 |
| PERSONS 2+ | 27,500 | .17 | 87 |
| 18+ | 24,900 | .16 | 88 |
| 18-49 | 19,200 | .17 | 87 |
| 12-24 | 9,700 | .19 | 84 |
| 12-34 | 16,200 | .18 | 86 |
| 18-34 | 12,000 | .18 | 86 |
| WOMEN TOTAL | 13,400 | .16 | 87 |
| 18-49 | 10,300 | .17 | 85 |
| 12-24 | 5,000 | .20 | 84 |
| 18-34 | 6,300 | .18 | 84 |
| 25-49 | 7,500 | .16 | 84 |
| 25-54 | 8,300 | .16 | 84 |
| MEN TOTAL | 11,500 | .16 | 88 |
| 18-49 | 8,900 | .17 | 91 |
| 18-34 | 5,700 | .17 | 89 |
| 21-49 | 7,700 | .16 | 90 |
| 25-49 | 6,200 | .16 | 90 |
| 25-54 | 7,100 | .16 | 88 |
| TEENS TOTAL | 4,200 | .19 | 83 |
| CHILD TOTAL | 8,400 | .21 | 83 |
| 6-11 | 4,700 | .20 | 83 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,700 | .05 | 80 |
| PERSONS 2+ | 9,000 | .05 | 81 |
| 18+ | 6,100 | .05 | 79 |
| 18-49 | 5,000 | .05 | 80 |
| 12-24 | 2,800 | .06 | 73 |
| 12-34 | 4,600 | .06 | 77 |
| 18-34 | 3,600 | .06 | 78 |
| WOMEN TOTAL | 3,000 | .05 | 79 |
| 18-49 | 2,400 | .05 | 75 |
| 12-24 | 1,400 | .07 | 73 |
| 18-34 | 1,700 | .06 | 76 |
| 25-49 | 1,500 | .04 | 82 |
| 25-54 | 1,600 | .04 | 83 |
| MEN TOTAL | 3,100 | .05 | 81 |
| 18-49 | 2,600 | .05 | 84 |
| 18-34 | 1,900 | .06 | 78 |
| 21-49 | 2,200 | .05 | 85 |
| 25-49 | 1,700 | .05 | 85 |
| 25-54 | 1,800 | .05 | 87 |
| TEENS TOTAL | 1,000 | .05 | 76 |
| CHILD TOTAL | 1,900 | .05 | 80 |
| 6-11 | 900 | .04 | 87 |

# METRO MARKETS POPULATION SUMMARY

## TALLAHASSEE-THOMASVILLE (BAINBRIDGE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 117,300 | .19 | 112 |
| PERSONS 2+ | 304,900 | .19 | 111 |
| 18+ | 234,700 | .19 | 111 |
| 18-49 | 167,800 | .20 | 104 |
| 12-24 | 76,100 | .24 | 100 |
| 12-34 | 126,800 | .21 | 102 |
| 18-34 | 101,100 | .21 | 101 |
| WOMEN TOTAL | 124,800 | .19 | 110 |
| 18-49 | 86,800 | .21 | 102 |
| 12-24 | 38,500 | .25 | 97 |
| 18-34 | 52,400 | .22 | 100 |
| 25-49 | 61,000 | .18 | 110 |
| 25-54 | 67,900 | .18 | 110 |
| MEN TOTAL | 109,900 | .18 | 112 |
| 18-49 | 81,000 | .19 | 105 |
| 18-34 | 48,700 | .20 | 103 |
| 21-49 | 71,100 | .19 | 108 |
| 25-49 | 57,400 | .17 | 111 |
| 25-54 | 63,800 | .17 | 113 |
| TEENS TOTAL | 25,700 | .19 | 112 |
| CHILD TOTAL | 44,500 | .18 | 117 |
| 6-11 | 26,800 | .19 | 116 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 30,600 | .39 | 61 |
| PERSONS 2+ | 91,200 | .41 | 58 |
| 18+ | 63,800 | .41 | 58 |
| 18-49 | 46,900 | .41 | 58 |
| 12-24 | 25,400 | .51 | 53 |
| 12-34 | 40,700 | .45 | 56 |
| 18-34 | 30,600 | .45 | 56 |
| WOMEN TOTAL | 36,200 | .42 | 56 |
| 18-49 | 26,100 | .43 | 55 |
| 12-24 | 13,600 | .54 | 50 |
| 18-34 | 17,100 | .48 | 53 |
| 25-49 | 17,600 | .38 | 60 |
| 25-54 | 19,300 | .37 | 60 |
| MEN TOTAL | 27,600 | .39 | 62 |
| 18-49 | 20,800 | .39 | 61 |
| 18-34 | 13,500 | .41 | 58 |
| 21-49 | 17,600 | .37 | 63 |
| 25-49 | 14,000 | .35 | 65 |
| 25-54 | 15,300 | .35 | 65 |
| TEENS TOTAL | 10,100 | .45 | 57 |
| CHILD TOTAL | 17,300 | .42 | 60 |
| 6-11 | 10,400 | .44 | 58 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,000 | .04 | 99 |
| PERSONS 2+ | 6,700 | .04 | 99 |
| 18+ | 5,300 | .04 | 86 |
| 18-49 | 4,400 | .05 | 86 |
| 12-24 | 2,200 | .05 | 83 |
| 12-34 | 3,700 | .05 | 86 |
| 18-34 | 3,100 | .05 | 84 |
| WOMEN TOTAL | 2,200 | .04 | 97 |
| 18-49 | 1,800 | .04 | 94 |
| 12-24 | 900 | .04 | 87 |
| 18-34 | 1,400 | .05 | 82 |
| 25-49 | 1,100 | .03 | 102 |
| 25-54 | 1,300 | .03 | 100 |
| MEN TOTAL | 3,100 | .05 | 81 |
| 18-49 | 2,600 | .05 | 84 |
| 18-34 | 1,700 | .05 | 87 |
| 21-49 | 2,300 | .05 | 81 |
| 25-49 | 1,700 | .05 | 86 |
| 25-54 | 1,900 | .05 | 85 |
| TEENS TOTAL | 600 | .03 | 101 |
| CHILD TOTAL | 800 | .02 | 113 |
| 6-11 | 400 | .02 | 114 |

## TAMPA-ST. PETERSBURG (LAKELAND)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 900,600 | 1.44 | 16 |
| PERSONS 2+ | 2,082,300 | 1.27 | 19 |
| 18+ | 1,897,300 | 1.35 | 17 |
| 18-49 | 926,900 | 1.10 | 24 |
| 12-24 | 315,900 | 1.02 | 23 |
| 12-34 | 641,800 | 1.06 | 24 |
| 18-34 | 503,600 | 1.06 | 23 |
| WOMEN TOTAL | 904,500 | 1.38 | 17 |
| 18-49 | 469,100 | 1.11 | 23 |
| 12-24 | 157,100 | 1.03 | 23 |
| 18-34 | 253,300 | 1.08 | 24 |
| 25-49 | 379,500 | 1.13 | 23 |
| 25-54 | 431,900 | 1.15 | 23 |
| MEN TOTAL | 792,800 | 1.32 | 18 |
| 18-49 | 457,800 | 1.09 | 22 |
| 18-34 | 250,300 | 1.05 | 24 |
| 21-49 | 423,000 | 1.11 | 22 |
| 25-49 | 369,700 | 1.12 | 22 |
| 25-54 | 417,300 | 1.14 | 21 |
| TEENS TOTAL | 138,200 | 1.03 | 24 |
| CHILD TOTAL | 246,800 | 1.01 | 25 |
| 6-11 | 144,300 | 1.01 | 25 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 64,000 | .82 | 28 |
| PERSONS 2+ | 179,500 | .82 | 28 |
| 18+ | 122,400 | .78 | 28 |
| 18-49 | 87,800 | .77 | 29 |
| 12-24 | 40,700 | .81 | 31 |
| 12-34 | 72,800 | .80 | 29 |
| 18-34 | 52,800 | .77 | 30 |
| WOMEN TOTAL | 67,400 | .79 | 30 |
| 18-49 | 47,600 | .79 | 27 |
| 12-24 | 21,000 | .83 | 28 |
| 18-34 | 28,700 | .80 | 27 |
| 25-49 | 36,500 | .79 | 28 |
| 25-54 | 40,800 | .79 | 28 |
| MEN TOTAL | 55,000 | .77 | 29 |
| 18-49 | 40,200 | .75 | 31 |
| 18-34 | 24,100 | .74 | 31 |
| 21-49 | 35,900 | .76 | 29 |
| 25-49 | 30,600 | .77 | 28 |
| 25-54 | 34,400 | .78 | 27 |
| TEENS TOTAL | 20,000 | .88 | 25 |
| CHILD TOTAL | 37,100 | .91 | 26 |
| 6-11 | 21,500 | .90 | 25 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 50,200 | 1.00 | 22 |
| PERSONS 2+ | 145,300 | .82 | 24 |
| 18+ | 109,600 | .90 | 23 |
| 18-49 | 72,800 | .76 | 25 |
| 12-24 | 30,000 | .69 | 27 |
| 12-34 | 56,500 | .71 | 27 |
| 18-34 | 43,200 | .71 | 26 |
| WOMEN TOTAL | 55,700 | .92 | 22 |
| 18-49 | 35,300 | .77 | 25 |
| 12-24 | 14,200 | .69 | 27 |
| 18-34 | 20,400 | .71 | 26 |
| 25-49 | 27,500 | .80 | 24 |
| 25-54 | 31,000 | .82 | 24 |
| MEN TOTAL | 53,900 | .88 | 24 |
| 18-49 | 37,500 | .75 | 25 |
| 18-34 | 22,800 | .70 | 26 |
| 21-49 | 34,000 | .76 | 25 |
| 25-49 | 28,600 | .78 | 25 |
| 25-54 | 31,600 | .80 | 25 |
| TEENS TOTAL | 13,300 | .71 | 27 |
| CHILD TOTAL | 22,400 | .82 | 27 |
| 6-11 | 13,200 | .84 | 27 |

## TERRE HAUTE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 61,700 | .10 | 130 |
| PERSONS 2+ | 159,300 | .10 | 140 |
| 18+ | 123,800 | .10 | 139 |
| 18-49 | 75,600 | .09 | 141 |
| 12-24 | 32,700 | .11 | 138 |
| 12-34 | 56,500 | .09 | 142 |
| 18-34 | 43,000 | .09 | 139 |
| WOMEN TOTAL | 65,100 | .10 | 138 |
| 18-49 | 36,800 | .09 | 143 |
| 12-24 | 15,800 | .10 | 139 |
| 18-34 | 20,700 | .09 | 143 |
| 25-49 | 27,800 | .08 | 143 |
| 25-54 | 31,900 | .08 | 143 |
| MEN TOTAL | 58,700 | .10 | 139 |
| 18-49 | 38,800 | .09 | 140 |
| 18-34 | 22,300 | .09 | 138 |
| 21-49 | 34,100 | .09 | 141 |
| 25-49 | 28,600 | .09 | 142 |
| 25-54 | 32,300 | .09 | 141 |
| TEENS TOTAL | 13,800 | .10 | 140 |
| CHILD TOTAL | 22,000 | .09 | 143 |
| 6-11 | 13,400 | .09 | 142 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 1,900 | .02 | 125 |
| PERSONS 2+ | 5,700 | .03 | 126 |
| 18+ | 4,400 | .03 | 127 |
| 18-49 | 3,300 | .03 | 127 |
| 12-24 | 1,500 | .03 | 128 |
| 12-34 | 2,700 | .03 | 127 |
| 18-34 | 2,200 | .03 | 126 |
| WOMEN TOTAL | 1,900 | .02 | 124 |
| 18-49 | 1,300 | .02 | 126 |
| 12-24 | 800 | .03 | 122 |
| 18-34 | 900 | .03 | 125 |
| 25-49 | 800 | .02 | 126 |
| 25-54 | 900 | .02 | 125 |
| MEN TOTAL | 2,500 | .04 | 126 |
| 18-49 | 2,000 | .04 | 126 |
| 18-34 | 1,300 | .04 | 126 |
| 21-49 | 1,800 | .04 | 126 |
| 25-49 | 1,500 | .04 | 126 |
| 25-54 | 1,600 | .04 | 126 |
| TEENS TOTAL | 500 | .02 | 127 |
| CHILD TOTAL | 800 | .02 | 130 |
| 6-11 | 400 | .02 | 129 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 200 | - | 150 |
| PERSONS 2+ | 1,200 | .01 | 148 |
| 18+ | 800 | .01 | 146 |
| 18-49 | 600 | .01 | 147 |
| 12-24 | 100 | - | 155 |
| 12-34 | 400 | - | 150 |
| 18-34 | 400 | .01 | 146 |
| WOMEN TOTAL | 200 | - | 152 |
| 18-49 | 100 | - | 153 |
| 12-24 | | | 155 |
| 18-34 | 100 | - | 150 |
| 25-49 | 100 | - | 149 |
| 25-54 | 200 | .01 | 146 |
| MEN TOTAL | 600 | .01 | 140 |
| 18-49 | 500 | .01 | 138 |
| 18-34 | 300 | .01 | 139 |
| 21-49 | 500 | .01 | 135 |
| 25-49 | 400 | .01 | 136 |
| 25-54 | 400 | .01 | 137 |
| TEENS TOTAL | | | 154 |
| CHILD TOTAL | 400 | .01 | 136 |
| 6-11 | 300 | .01 | 123 |

# METRO MARKETS POPULATION SUMMARY

## TOLEDO

TV HOUSEHOLDS 244,700 .39 63

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 630,600 | .39 | 63 |
| 18+ | 479,200 | .38 | 64 |
| 18-49 | 313,100 | .37 | 64 |
| 12-24 | 130,200 | .42 | 64 |
| 12-34 | 233,900 | .39 | 66 |
| 18-34 | 179,100 | .38 | 66 |
| WOMEN TOTAL | 254,700 | .39 | 64 |
| 18-49 | 160,100 | .38 | 63 |
| 12-24 | 65,700 | .43 | 62 |
| 18-34 | 91,700 | .39 | 63 |
| 25-49 | 121,300 | .36 | 65 |
| 25-54 | 136,700 | .36 | 64 |
| MEN TOTAL | 224,500 | .37 | 65 |
| 18-49 | 153,000 | .37 | 66 |
| 18-34 | 87,400 | .37 | 66 |
| 21-49 | 137,000 | .36 | 66 |
| 25-49 | 116,400 | .35 | 66 |
| 25-54 | 130,500 | .36 | 66 |
| TEENS TOTAL | 54,800 | .41 | 64 |
| CHILD TOTAL | 96,600 | .40 | 66 |
| 6-11 | 57,700 | .40 | 65 |

TV HOUSEHOLDS 24,600 .32 68

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 66,800 | .30 | 69 |
| 18+ | 45,600 | .29 | 71 |
| 18-49 | 32,300 | .28 | 70 |
| 12-24 | 15,700 | .31 | 70 |
| 12-34 | 26,800 | .29 | 70 |
| 18-34 | 19,400 | .28 | 70 |
| WOMEN TOTAL | 25,500 | .30 | 67 |
| 18-49 | 17,800 | .29 | 70 |
| 12-24 | 7,900 | .31 | 70 |
| 18-34 | 10,600 | .30 | 70 |
| 25-49 | 13,500 | .29 | 69 |
| 25-54 | 15,000 | .29 | 67 |
| MEN TOTAL | 20,300 | .29 | 71 |
| 18-49 | 14,500 | .27 | 72 |
| 18-34 | 8,800 | .27 | 71 |
| 21-49 | 12,600 | .27 | 72 |
| 25-49 | 10,500 | .26 | 72 |
| 25-54 | 11,700 | .27 | 72 |
| TEENS TOTAL | 7,400 | .33 | 68 |
| CHILD TOTAL | 13,600 | .33 | 69 |
| 6-11 | 7,900 | .33 | 69 |

TV HOUSEHOLDS 6,200 .12 62

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 21,400 | .12 | 62 |
| 18+ | 13,200 | .11 | 62 |
| 18-49 | 10,300 | .11 | 62 |
| 12-24 | 5,500 | .13 | 60 |
| 12-34 | 9,200 | .11 | 62 |
| 18-34 | 6,400 | .10 | 64 |
| WOMEN TOTAL | 6,600 | .11 | 62 |
| 18-49 | 5,100 | .11 | 61 |
| 12-24 | 2,900 | .14 | 58 |
| 18-34 | 3,200 | .11 | 63 |
| 25-49 | 3,700 | .11 | 61 |
| 25-54 | 4,100 | .11 | 62 |
| MEN TOTAL | 6,800 | .11 | 62 |
| 18-49 | 5,200 | .10 | 65 |
| 18-34 | 3,200 | .10 | 66 |
| 21-49 | 4,700 | .11 | 63 |
| 25-49 | 3,900 | .11 | 62 |
| 25-54 | 4,300 | .11 | 62 |
| TEENS TOTAL | 2,800 | .15 | 58 |
| CHILD TOTAL | 5,400 | .15 | 58 |
| 6-11 | 3,200 | .15 | 57 |

## TOPEKA

TV HOUSEHOLDS 69,900 .11 132

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 171,800 | .11 | 133 |
| 18+ | 130,900 | .10 | 134 |
| 18-49 | 82,400 | .10 | 135 |
| 12-24 | 29,900 | .10 | 143 |
| 12-34 | 58,600 | .10 | 138 |
| 18-34 | 44,100 | .09 | 138 |
| WOMEN TOTAL | 69,400 | .11 | 133 |
| 18-49 | 42,000 | .10 | 135 |
| 12-24 | 14,800 | .10 | 142 |
| 18-34 | 22,500 | .10 | 136 |
| 25-49 | 34,200 | .10 | 132 |
| 25-54 | 38,700 | .10 | 133 |
| MEN TOTAL | 61,500 | .10 | 136 |
| 18-49 | 40,400 | .10 | 136 |
| 18-34 | 21,600 | .09 | 140 |
| 21-49 | 37,500 | .10 | 134 |
| 25-49 | 32,800 | .10 | 133 |
| 25-54 | 36,900 | .10 | 133 |
| TEENS TOTAL | 14,500 | .11 | 135 |
| CHILD TOTAL | 26,400 | .11 | 136 |
| 6-11 | 16,000 | .11 | 136 |

TV HOUSEHOLDS 4,900 .06 110

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 12,800 | .06 | 113 |
| 18+ | 8,800 | .06 | 112 |
| 18-49 | 6,100 | .05 | 113 |
| 12-24 | 2,900 | .06 | 114 |
| 12-34 | 5,200 | .06 | 113 |
| 18-34 | 3,800 | .06 | 114 |
| WOMEN TOTAL | 4,500 | .05 | 112 |
| 18-49 | 3,100 | .05 | 114 |
| 12-24 | 1,400 | .06 | 113 |
| 18-34 | 1,900 | .05 | 112 |
| 25-49 | 2,400 | .05 | 113 |
| 25-54 | 2,600 | .05 | 113 |
| MEN TOTAL | 4,200 | .06 | 112 |
| 18-49 | 3,000 | .06 | 115 |
| 18-34 | 1,900 | .06 | 115 |
| 21-49 | 2,700 | .06 | 115 |
| 25-49 | 2,200 | .06 | 115 |
| 25-54 | 2,400 | .05 | 115 |
| TEENS TOTAL | 1,400 | .06 | 114 |
| CHILD TOTAL | 2,600 | .06 | 114 |
| 6-11 | 1,500 | .05 | 114 |

TV HOUSEHOLDS 2,600 .05 81

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 7,900 | .04 | 84 |
| 18+ | 5,300 | .04 | 86 |
| 18-49 | 3,900 | .04 | 95 |
| 12-24 | 1,800 | .04 | 95 |
| 12-34 | 3,300 | .04 | 96 |
| 18-34 | 2,400 | .04 | 96 |
| WOMEN TOTAL | 2,600 | .04 | 83 |
| 18-49 | 1,800 | .04 | 94 |
| 12-24 | 1,000 | .05 | 82 |
| 18-34 | 1,100 | .04 | 96 |
| 25-49 | 1,300 | .04 | 97 |
| 25-54 | 1,500 | .04 | 91 |
| MEN TOTAL | 2,700 | .04 | 90 |
| 18-49 | 2,100 | .04 | 94 |
| 18-34 | 1,300 | .04 | 98 |
| 21-49 | 1,900 | .04 | 91 |
| 25-49 | 1,700 | .05 | 86 |
| 25-54 | 1,800 | .05 | 87 |
| TEENS TOTAL | 900 | .05 | 80 |
| CHILD TOTAL | 1,700 | .05 | 82 |
| 6-11 | 900 | .04 | 87 |

## TRAVERSE CITY-CADILLAC

TV HOUSEHOLDS 34,500 .06 155

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 89,400 | .05 | 155 |
| 18+ | 66-700 | .05 | 155 |
| 18-49 | 43,400 | .05 | 153 |
| 12-24 | 15,700 | .05 | 154 |
| 12-34 | 30,600 | .05 | 153 |
| 18-34 | 22,700 | .05 | 153 |
| WOMEN TOTAL | 35,000 | .05 | 155 |
| 18-49 | 21,900 | .05 | 153 |
| 12-24 | 7,600 | .05 | 155 |
| 18-34 | 11,500 | .05 | 153 |
| 25-49 | 18,100 | .05 | 153 |
| 25-54 | 20,300 | .05 | 153 |
| MEN TOTAL | 31,700 | .05 | 154 |
| 18-49 | 21,500 | .05 | 153 |
| 18-34 | 11,200 | .05 | 153 |
| 21-49 | 19,800 | .05 | 153 |
| 25-49 | 17,500 | .05 | 153 |
| 25-54 | 19,500 | .05 | 153 |
| TEENS TOTAL | 7,900 | .06 | 154 |
| CHILD TOTAL | 14,800 | .06 | 153 |
| 6-11 | 9,000 | .06 | 153 |

TV HOUSEHOLDS 155

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 200 | - | 155 |
| 18+ | 200 | - | 151 |
| 18-49 | 200 | - | 151 |
| 12-24 | 100 | - | 152 |
| 12-34 | 200 | - | 152 |
| 18-34 | 200 | - | 146 |
| WOMEN TOTAL | | | 153 |
| 18-49 | | | 153 |
| 12-24 | | | 150 |
| 18-34 | | | 151 |
| 25-49 | | | 152 |
| 25-54 | | | 153 |
| MEN TOTAL | 200 | - | 149 |
| 18-49 | 200 | - | 146 |
| 18-34 | 200 | .01 | 145 |
| 21-49 | 100 | - | 151 |
| 25-49 | 100 | - | 150 |
| 25-54 | 100 | - | 150 |
| TEENS TOTAL | | | 153 |
| CHILD TOTAL | | | 154 |
| 6-11 | | | 149 |

TV HOUSEHOLDS 100 - 154

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 700 | - | 153 |
| 18+ | 400 | - | 153 |
| 18-49 | 300 | - | 153 |
| 12-24 | 200 | - | 146 |
| 12-34 | 300 | - | 153 |
| 18-34 | 200 | - | 152 |
| WOMEN TOTAL | 100 | - | 154 |
| 18-49 | 100 | - | 153 |
| 12-24 | 100 | - | 144 |
| 18-34 | | | 154 |
| 25-49 | 100 | - | 149 |
| 25-54 | 100 | - | 153 |
| MEN TOTAL | 300 | - | 150 |
| 18-49 | 200 | - | 150 |
| 18-34 | 200 | .01 | 147 |
| 21-49 | 100 | - | 153 |
| 25-49 | 100 | - | 152 |
| 25-54 | 100 | - | 152 |
| TEENS TOTAL | 100 | .01 | 140 |
| CHILD TOTAL | 200 | .01 | 149 |
| 6-11 | 100 | - | 146 |

## METRO MARKETS POPULATION SUMMARY

### TUCSON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 276,700 | .44 | 60 |
| PERSONS 2+ | 686,900 | .42 | 60 |
| 18+ | 528,100 | .42 | 60 |
| 18-49 | 342,500 | .41 | 61 |
| 12-24 | 135,500 | .44 | 61 |
| 12-34 | 252,900 | .42 | 60 |
| 18-34 | 197,100 | .42 | 59 |
| WOMEN TOTAL | 274,100 | .42 | 60 |
| 18-49 | 170,600 | .40 | 61 |
| 12-24 | 66,400 | .43 | 60 |
| 18-34 | 97,200 | .41 | 59 |
| 25-49 | 131,300 | .39 | 61 |
| 25-54 | 147,800 | .39 | 61 |
| MEN TOTAL | 254,000 | .42 | 60 |
| 18-49 | 171,900 | .41 | 61 |
| 18-34 | 99,900 | .42 | 59 |
| 21-49 | 154,800 | .40 | 61 |
| 25-49 | 131,100 | .40 | 61 |
| 25-54 | 145,900 | .40 | 61 |
| TEENS TOTAL | 55,400 | .41 | 63 |
| CHILD TOTAL | 103,400 | .42 | 63 |
| 6-11 | 60,300 | .42 | 63 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 7,500 | .10 | 102 |
| PERSONS 2+ | 19,800 | .09 | 103 |
| 18+ | 14,000 | .09 | 104 |
| 18-49 | 10,300 | .09 | 103 |
| 12-24 | 4,600 | .09 | 104 |
| 12-34 | 8,500 | .09 | 103 |
| 18-34 | 6,500 | .09 | 103 |
| WOMEN TOTAL | 6,400 | .07 | 103 |
| 18-49 | 4,500 | .07 | 104 |
| 12-24 | 2,100 | .08 | 105 |
| 18-34 | 2,800 | .08 | 103 |
| 25-49 | 3,400 | .07 | 103 |
| 25-54 | 3,800 | .07 | 103 |
| MEN TOTAL | 7,600 | .11 | 102 |
| 18-49 | 5,800 | .11 | 102 |
| 18-34 | 3,700 | .11 | 102 |
| 21-49 | 5,200 | .11 | 102 |
| 25-49 | 4,300 | .11 | 102 |
| 25-54 | 4,700 | .11 | 102 |
| TEENS TOTAL | 2,000 | .09 | 102 |
| CHILD TOTAL | 3,800 | .09 | 104 |
| 6-11 | 2,200 | .09 | 104 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 55,200 | 1.10 | 19 |
| PERSONS 2+ | 184,900 | 1.05 | 19 |
| 18+ | 122,800 | 1.01 | 19 |
| 18-49 | 92,200 | .96 | 21 |
| 12-24 | 44,700 | 1.03 | 20 |
| 12-34 | 78,800 | .98 | 22 |
| 18-34 | 57,300 | .94 | 22 |
| WOMEN TOTAL | 64,200 | 1.06 | 19 |
| 18-49 | 46,900 | 1.02 | 19 |
| 12-24 | 22,400 | 1.09 | 19 |
| 18-34 | 29,000 | 1.01 | 20 |
| 25-49 | 35,100 | 1.02 | 19 |
| 25-54 | 38,800 | 1.02 | 19 |
| MEN TOTAL | 58,600 | .95 | 19 |
| 18-49 | 45,300 | .91 | 22 |
| 18-34 | 28,300 | .87 | 22 |
| 21-49 | 40,400 | .91 | 22 |
| 25-49 | 33,900 | .93 | 22 |
| 25-54 | 37,100 | .94 | 21 |
| TEENS TOTAL | 21,500 | 1.15 | 17 |
| CHILD TOTAL | 40,600 | 1.13 | 17 |
| 6-11 | 23,500 | 1.14 | 17 |

### TULSA (BARTLESVILLE)

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 290,300 | .46 | 59 |
| PERSONS 2+ | 720,700 | .44 | 59 |
| 18+ | 543,200 | .43 | 59 |
| 18-49 | 356,500 | .42 | 59 |
| 12-24 | 130,200 | .42 | 64 |
| 12-34 | 253,200 | .42 | 59 |
| 18-34 | 190,700 | .40 | 61 |
| WOMEN TOTAL | 285,400 | .43 | 59 |
| 18-49 | 180,400 | .43 | 59 |
| 12-24 | 63,900 | .42 | 66 |
| 18-34 | 95,800 | .41 | 61 |
| 25-49 | 146,700 | .44 | 59 |
| 25-54 | 165,900 | .44 | 59 |
| MEN TOTAL | 257,800 | .43 | 59 |
| 18-49 | 176,100 | .42 | 60 |
| 18-34 | 94,900 | .40 | 63 |
| 21-49 | 161,600 | .42 | 60 |
| 25-49 | 142,100 | .43 | 60 |
| 25-54 | 159,800 | .43 | 59 |
| TEENS TOTAL | 62,530 | .47 | 56 |
| CHILD TOTAL | 115,000 | .47 | 59 |
| 6-11 | 69,200 | .48 | 58 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 21,000 | .27 | 73 |
| PERSONS 2+ | 56,100 | .25 | 75 |
| 18+ | 38,200 | .24 | 76 |
| 18-49 | 27,500 | .24 | 73 |
| 12-24 | 13,000 | .26 | 78 |
| 12-34 | 22,800 | .25 | 75 |
| 18-34 | 16,600 | .24 | 74 |
| WOMEN TOTAL | 20,900 | .24 | 76 |
| 18-49 | 14,600 | .24 | 75 |
| 12-24 | 6,400 | .25 | 78 |
| 18-34 | 8,700 | .24 | 74 |
| 25-49 | 11,100 | .24 | 74 |
| 25-54 | 12,[illegible] | .24 | 74 |
| MEN TOTAL | 17,300 | .24 | 74 |
| 18-49 | 12,900 | .24 | 74 |
| 18-34 | 7,900 | .24 | 74 |
| 21-49 | 11,400 | .24 | 74 |
| 25-49 | 9,600 | .24 | 74 |
| 25-54 | 10,600 | .24 | 74 |
| TEENS TOTAL | 6,200 | .27 | 75 |
| CHILD TOTAL | 11,700 | .29 | 71 |
| 6-11 | 7,200 | .30 | 71 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,800 | 10 | 67 |
| PERSONS 2+ | 15,100 | .09 | 69 |
| 18+ | 9,900 | .08 | 70 |
| 18-49 | 7,900 | .08 | 69 |
| 12-24 | 3,400 | .08 | 69 |
| 12-34 | 6,700 | .08 | 69 |
| 18-34 | 5,200 | .08 | 69 |
| WOMEN TOTAL | 4,800 | .08 | 69 |
| 18-49 | 3,900 | .08 | 67 |
| 12-24 | 1,500 | .07 | 70 |
| 18-34 | 2,400 | .08 | 68 |
| 25-49 | 3,000 | .09 | 65 |
| 25-54 | 3,300 | .09 | 65 |
| MEN TOTAL | 5,100 | .08 | 70 |
| 18-49 | 4,000 | .08 | 69 |
| 18-34 | 2,800 | .09 | 69 |
| 21-49 | 3,600 | .08 | 69 |
| 25-49 | 3,000 | .08 | 69 |
| 25-54 | 3,200 | .08 | 70 |
| TEENS TOTAL | 1,500 | .08 | 71 |
| CHILD TOTAL | 3,700 | 10 | 68 |
| 6-11 | 2,300 | .11 | 66 |

### TYLER-LONGVIEW-JACKSONVILLE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 112,100 | .18 | 113 |
| PERSONS 2+ | 289,600 | .18 | 114 |
| 18+ | 218,100 | .17 | 114 |
| 18-49 | 135,500 | .16 | 118 |
| 12-24 | 54,800 | .18 | 116 |
| 12-34 | 100,900 | .17 | 117 |
| 18-34 | 74,900 | .16 | 119 |
| WOMEN TOTAL | 115,300 | .18 | 113 |
| 18-49 | 68,200 | .16 | 117 |
| 12-24 | 26,900 | .18 | 115 |
| 18-34 | 37,400 | .16 | 117 |
| 25-49 | 54,000 | .16 | 116 |
| 25-54 | 61,500 | .16 | 116 |
| MEN TOTAL | 102,800 | .17 | 114 |
| 18-49 | 67,300 | .16 | 119 |
| 18-34 | 37,500 | .16 | 121 |
| 21-49 | 60,900 | .16 | 118 |
| 25-49 | 52,700 | .16 | 118 |
| 25-54 | 59,600 | .16 | 117 |
| TEENS TOTAL | 26,000 | .19 | 112 |
| CHILD TOTAL | 45,500 | .19 | 112 |
| 6-11 | 27,300 | .19 | 112 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 19,800 | .25 | 75 |
| PERSONS 2+ | 56,500 | .26 | 74 |
| 18+ | 39,500 | .25 | 74 |
| 18-49 | 26,600 | .23 | 76 |
| 12-24 | 13,200 | .26 | 76 |
| 12-34 | 22,500 | .25 | 76 |
| 18-34 | 16,100 | .23 | 75 |
| WOMEN TOTAL | 21,600 | .25 | 74 |
| 18-49 | 14,100 | .23 | 76 |
| 12-24 | 6,600 | .26 | 77 |
| 18-34 | 8,500 | .24 | 75 |
| 25-49 | 10,600 | .23 | 76 |
| 25-54 | 11,700 | .23 | 76 |
| MEN TOTAL | 17,900 | .25 | 73 |
| 18-49 | 12,500 | .23 | 75 |
| 18-34 | 7,600 | .23 | 76 |
| 21-49 | 11,000 | .23 | 75 |
| 25-49 | 9,200 | .23 | 75 |
| 25-54 | 10,200 | .23 | 75 |
| TEENS TOTAL | 6,400 | .28 | 74 |
| CHILD TOTAL | 10,600 | .26 | 78 |
| 6-11 | 6,200 | .28 | 79 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 4,100 | .08 | 71 |
| PERSONS 2+ | 15,700 | .09 | 68 |
| 18+ | 10,100 | .08 | 69 |
| 18-49 | 8,800 | .09 | 67 |
| 12-24 | 4,200 | .10 | 67 |
| 12-34 | 7,800 | .10 | 66 |
| 18-34 | 6,200 | .10 | 66 |
| WOMEN TOTAL | 3,900 | .06 | 73 |
| 18-49 | 3,300 | .07 | 71 |
| 12-24 | 1,800 | .09 | 68 |
| 18-34 | 2,200 | .08 | 69 |
| 25-49 | 2,300 | .07 | 74 |
| 25-54 | 2,400 | .06 | 74 |
| MEN TOTAL | 6,200 | .10 | 65 |
| 18-49 | 5,500 | .11 | 62 |
| 18-34 | 4,000 | .12 | 58 |
| 21-49 | 4,800 | .11 | 62 |
| 25-49 | 3,900 | .11 | 62 |
| 25-54 | 4,100 | .10 | 63 |
| TEENS TOTAL | 1,600 | .09 | 68 |
| CHILD TOTAL | 4,000 | .11 | 65 |
| 6-11 | 2,300 | .11 | 66 |

# METRO MARKETS POPULATION SUMMARY

## WACO-TEMPLE-BRYAN

TV HOUSEHOLDS 156,200 .25 95

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 433,400 | .27 | 88 |
| 18+ | 325,600 | .26 | 90 |
| 18-49 | 230,200 | .27 | 83 |
| 12-24 | 105,800 | .34 | 77 |
| 12-34 | 184,400 | .30 | 79 |
| 18-34 | 148,100 | .31 | 78 |
| WOMEN TOTAL | 161,300 | .25 | 95 |
| 18-49 | 107,600 | .25 | 89 |
| 12-24 | 46,700 | .31 | 83 |
| 18-34 | 66,300 | .28 | 83 |
| 25-49 | 78,600 | .23 | 96 |
| 25-54 | 87,800 | .23 | 97 |
| MEN TOTAL | 164,300 | .27 | 84 |
| 18-49 | 122,600 | .29 | 80 |
| 18-34 | 81,800 | .34 | 71 |
| 21-49 | 105,800 | .28 | 83 |
| 25-49 | 82,100 | .25 | 86 |
| 25-54 | 90,800 | .25 | 91 |
| TEENS TOTAL | 36,300 | .27 | 91 |
| CHILD TOTAL | 71,500 | .29 | 83 |
| 6-11 | 41,100 | .29 | 83 |

TV HOUSEHOLDS 24,400 .31 69

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 75,900 | .34 | 65 |
| 18+ | 53,000 | .34 | 64 |
| 18-49 | 42,800 | .38 | 63 |
| 12-24 | 21,600 | .43 | 58 |
| 12-34 | 38,500 | .42 | 58 |
| 18-34 | 31,100 | .45 | 54 |
| WOMEN TOTAL | 25,200 | .29 | 68 |
| 18-49 | 19,400 | .32 | 66 |
| 12-24 | 9,100 | .36 | 64 |
| 18-34 | 13,500 | .38 | 62 |
| 25-49 | 13,800 | .30 | 67 |
| 25-54 | 14,900 | .29 | 69 |
| MEN TOTAL | 27,800 | .39 | 61 |
| 18-49 | 23,400 | .44 | 56 |
| 18-34 | 17,600 | .54 | 48 |
| 21-49 | 20,100 | .42 | 56 |
| 25-49 | 14,800 | .37 | 61 |
| 25-54 | 15,800 | .36 | 62 |
| TEENS TOTAL | 7,400 | .33 | 68 |
| CHILD TOTAL | 15,500 | .38 | 64 |
| 6-11 | 8,700 | .37 | 65 |

TV HOUSEHOLDS 15,400 .31 39

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 54,800 | .31 | 38 |
| 18+ | 35,800 | .29 | 39 |
| 18-49 | 29,400 | .31 | 38 |
| 12-24 | 14,200 | .33 | 38 |
| 12-34 | 25,700 | .32 | 38 |
| 18-34 | 19,900 | .32 | 38 |
| WOMEN TOTAL | 16,700 | .28 | 39 |
| 18-49 | 13,200 | .29 | 40 |
| 12-24 | 6,400 | .31 | 40 |
| 18-34 | 8,600 | .31 | 39 |
| 25-49 | 9,600 | .28 | 40 |
| 25-54 | 10,500 | .28 | 40 |
| MEN TOTAL | 19,100 | .31 | 37 |
| 18-49 | 16,200 | .33 | 36 |
| 18-34 | 11,100 | .34 | 36 |
| 21-49 | 14,300 | .32 | 37 |
| 25-49 | 11,400 | .31 | 38 |
| 25-54 | 12,100 | .31 | 38 |
| TEENS TOTAL | 5,800 | .31 | 40 |
| CHILD TOTAL | 13,200 | .37 | 38 |
| 6-11 | 7,500 | .36 | 38 |

## WASHINGTON, DC

TV HOUSEHOLDS 1,500,900 2.40 7

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 3,919,300 | 2.40 | 7 |
| 18+ | 3,085,100 | 2.45 | 6 |
| 18-49 | 2,241,800 | 2.66 | 5 |
| 12-24 | 724,400 | 2.33 | 7 |
| 12-34 | 1,520,800 | 2.51 | 6 |
| 18-34 | 1,229,400 | 2.60 | 6 |
| WOMEN TOTAL | 1,604,200 | 2.44 | 6 |
| 18-49 | 1,139,400 | 2.69 | 5 |
| 12-24 | 360,000 | 2.36 | 7 |
| 18-34 | 619,600 | 2.63 | 6 |
| 25-49 | 922,000 | 2.75 | 5 |
| 25-54 | 1,025,500 | 2.72 | 5 |
| MEN TOTAL | 1,480,900 | 2.47 | 5 |
| 18-49 | 1,102,400 | 2.63 | 5 |
| 18-34 | 609,800 | 2.57 | 6 |
| 21-49 | 1,022,500 | 2.67 | 5 |
| 25-49 | 886,800 | 2.70 | 5 |
| 25-54 | 991,000 | 2.70 | 5 |
| TEENS TOTAL | 291,400 | 2.18 | 8 |
| CHILD TOTAL | 542,800 | 2.23 | 8 |
| 6-11 | 312,400 | 2.18 | 8 |

TV HOUSEHOLDS 376,300 4.82 3

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 1,018,100 | 4.63 | 3 |
| 18+ | 772,200 | 4.93 | 3 |
| 18-49 | 579,600 | 5.09 | 3 |
| 12-24 | 212,200 | 4.22 | 3 |
| 12-34 | 424,200 | 4.65 | 3 |
| 18-34 | 338,000 | 4.93 | 3 |
| WOMEN TOTAL | 418,700 | 4.90 | 3 |
| 18-49 | 308,200 | 5.09 | 3 |
| 12-24 | 108,100 | 4.27 | 3 |
| 18-34 | 177,700 | 4.95 | 3 |
| 25-49 | 243,000 | 5.23 | 3 |
| 25-54 | 268,200 | 5.19 | 3 |
| MEN TOTAL | 353,500 | 4.97 | 3 |
| 18-49 | 271,400 | 5.09 | 3 |
| 18-34 | 160,300 | 4.91 | 3 |
| 21-49 | 246,500 | 5.19 | 3 |
| 25-49 | 210,600 | 5.29 | 3 |
| 25-54 | 233,900 | 5.31 | 3 |
| TEENS TOTAL | 86,200 | 3.80 | 4 |
| CHILD TOTAL | 159,700 | 3.91 | 4 |
| 6-11 | 92,700 | 3.90 | 3 |

TV HOUSEHOLDS 66,200 1.36 15

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 238,200 | 1.35 | 15 |
| 18+ | 180,300 | 1.46 | 15 |
| 18-49 | 151,600 | 1.56 | 14 |
| 12-24 | 57,500 | 1.32 | 15 |
| 12-34 | 118,300 | 1.48 | 14 |
| 18-34 | 98,100 | 1.60 | 14 |
| WOMEN TOTAL | 88,000 | 1.45 | 15 |
| 18-49 | 71,000 | 1.55 | 14 |
| 12-24 | 25,700 | 1.25 | 16 |
| 18-34 | 43,800 | 1.53 | 14 |
| 25-49 | 54,800 | 1.59 | 14 |
| 25-54 | 59,700 | 1.57 | 14 |
| MEN TOTAL | 92,300 | 1.50 | 14 |
| 18-49 | 80,600 | 1.62 | 14 |
| 18-34 | 54,300 | 1.67 | 14 |
| 21-49 | 72,900 | 1.64 | 14 |
| 25-49 | 59,500 | 1.63 | 14 |
| 25-54 | 63,700 | 1.61 | 14 |
| TEENS TOTAL | 20,200 | 1.08 | 19 |
| CHILD TOTAL | 37,700 | 1.05 | 21 |
| 6-11 | 21,100 | 1.02 | 23 |

## WATERTOWN-CARTHAGE

TV HOUSEHOLDS 39,900 .06 151

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 111,800 | .07 | 149 |
| 18+ | 83,800 | .07 | 149 |
| 18-49 | 58,400 | .07 | 148 |
| 12-24 | 25,400 | .08 | 145 |
| 12-34 | 46,200 | .08 | 145 |
| 18-34 | 36,500 | .08 | 145 |
| WOMEN TOTAL | 40,900 | .06 | 152 |
| 18-49 | 26,400 | .06 | 151 |
| 12-24 | 10,700 | .07 | 149 |
| 18-34 | 15,700 | .07 | 146 |
| 25-49 | 20,400 | .06 | 151 |
| 25-54 | 22,700 | .06 | 152 |
| MEN TOTAL | 42,900 | .07 | 148 |
| 18-49 | 32,000 | .08 | 145 |
| 18-34 | 20,800 | .09 | 143 |
| 21-49 | 28,100 | .07 | 147 |
| 25-49 | 22,300 | .07 | 149 |
| 25-54 | 24,500 | .07 | 149 |
| TEENS TOTAL | 9,700 | .07 | 150 |
| CHILD TOTAL | 18,300 | .08 | 150 |
| 6-11 | 10,700 | .07 | 150 |

TV HOUSEHOLDS 1,600 .02 126

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 6,900 | .03 | 124 |
| 18+ | 5,300 | .03 | 123 |
| 18-49 | 6,200 | .05 | 118 |
| 12-24 | 2,600 | .05 | 118 |
| 12-34 | 4,900 | .05 | 116 |
| 18-34 | 4,500 | .07 | 110 |
| WOMEN TOTAL | 1,400 | .02 | 128 |
| 18-49 | 1,400 | .02 | 124 |
| 12-24 | 700 | .03 | 124 |
| 18-34 | 1,200 | .03 | 123 |
| 25-49 | 900 | .02 | 125 |
| 25-54 | 900 | .02 | 125 |
| MEN TOTAL | 3,900 | .05 | 115 |
| 18-49 | 3,800 | .07 | 109 |
| 18-34 | 3,300 | .10 | 104 |
| 21-49 | 3,200 | .07 | 110 |
| 25-49 | 2,100 | .05 | 118 |
| 25-54 | 2,100 | .05 | 119 |
| TEENS TOTAL | 400 | .02 | 131 |
| CHILD TOTAL | 1,200 | .03 | 124 |
| 6-11 | 500 | .02 | 128 |

TV HOUSEHOLDS 700 .01 129

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| PERSONS 2+ | 3,500 | .02 | 118 |
| 18+ | 2,600 | .02 | 115 |
| 18-49 | 2,500 | .03 | 112 |
| 12-24 | 1,100 | .03 | 112 |
| 12-34 | 2,200 | .03 | 111 |
| 18-34 | 2,000 | .03 | 107 |
| WOMEN TOTAL | 700 | .01 | 132 |
| 18-49 | 600 | .01 | 131 |
| 12-24 | 300 | .01 | 125 |
| 18-34 | 500 | .02 | 120 |
| 25-49 | 400 | .01 | 132 |
| 25-54 | 400 | .01 | 133 |
| MEN TOTAL | 1,900 | .03 | 110 |
| 18-49 | 1,900 | .04 | 100 |
| 18-34 | 1,500 | .05 | 91 |
| 21-49 | 1,600 | .04 | 103 |
| 25-49 | 1,200 | .03 | 107 |
| 25-54 | 1,200 | .03 | 109 |
| TEENS TOTAL | 200 | .01 | 129 |
| CHILD TOTAL | 700 | .02 | 116 |
| 6-11 | 300 | .01 | 123 |

## WAUSAU-RHINELANDER

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 64,300 | .10 | 136 |
| PERSONS 2+ | 169,800 | .10 | 136 |
| 18+ | 127,200 | .10 | 136 |
| 18-49 | 78,300 | .09 | 138 |
| 12-24 | 30,000 | .10 | 142 |
| 12-34 | 57,100 | .09 | 140 |
| 18-34 | 41,400 | .09 | 144 |
| WOMEN TOTAL | 65,400 | .10 | 136 |
| 18-49 | 38,700 | .09 | 138 |
| 12-24 | 14,500 | .09 | 143 |
| 18-34 | 20,600 | .09 | 144 |
| 25-49 | 31,600 | .09 | 137 |
| 25-54 | 36,000 | .10 | 135 |
| MEN TOTAL | 61,800 | .10 | 135 |
| 18-49 | 39,600 | .09 | 138 |
| 18-34 | 20,800 | .09 | 143 |
| 21-49 | 36,600 | .10 | 137 |
| 25-49 | 32,400 | .10 | 134 |
| 25-54 | 36,700 | .10 | 134 |
| TEENS TOTAL | 15,700 | .12 | 134 |
| CHILD TOTAL | 26,900 | .11 | 135 |
| 6-11 | 16,400 | .11 | 134 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | | | 155 |
| PERSONS 2+ | 300 | - | 153 |
| 18+ | 200 | - | 151 |
| 18-49 | 200 | - | 151 |
| 12-24 | 100 | - | 152 |
| 12-34 | 200 | - | 152 |
| 18-34 | 100 | - | 154 |
| WOMEN TOTAL | | | 153 |
| 18-49 | | | 153 |
| 12-24 | | | 150 |
| 18-34 | | | 151 |
| 25-49 | | | 152 |
| 25-54 | | | 153 |
| MEN TOTAL | 200 | - | 149 |
| 18-49 | 200 | - | 148 |
| 18-34 | 100 | - | 151 |
| 21-49 | 200 | - | 148 |
| 25-49 | 200 | .01 | 145 |
| 25-54 | 200 | - | 147 |
| TEENS TOTAL | 100 | - | 147 |
| CHILD TOTAL | | | 154 |
| 6-11 | | | 149 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 100 | - | 154 |
| PERSONS 2+ | 600 | - | 155 |
| 18+ | 300 | - | 155 |
| 18-49 | 300 | - | 153 |
| 12-24 | 200 | - | 148 |
| 12-34 | 200 | - | 155 |
| 18-34 | 100 | - | 155 |
| WOMEN TOTAL | 100 | - | 154 |
| 18-49 | 100 | - | 153 |
| 12-24 | 100 | - | 144 |
| 18-34 | | | 154 |
| 25-49 | 100 | - | 149 |
| 25-54 | 100 | - | 153 |
| MEN TOTAL | 200 | - | 154 |
| 18-49 | 200 | - | 150 |
| 18-34 | 100 | - | 151 |
| 21-49 | 200 | - | 149 |
| 25-49 | 100 | - | 152 |
| 25-54 | 100 | - | 152 |
| TEENS TOTAL | 100 | .01 | 140 |
| CHILD TOTAL | 200 | .01 | 149 |
| 6-11 | 200 | .01 | 138 |

## WEST PALM BEACH-FT. PIERCE-VERO BEACH

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 496,600 | .79 | 35 |
| PERSONS 2+ | 1,152,200 | .70 | 40 |
| 18+ | 945,800 | .75 | 36 |
| 18-49 | 489,300 | .58 | 44 |
| 12-24 | 155,800 | .50 | 58 |
| 12-34 | 333,000 | .55 | 50 |
| 18-34 | 262,500 | .55 | 49 |
| WOMEN TOTAL | 497,100 | .76 | 35 |
| 18-49 | 242,900 | .57 | 45 |
| 12-24 | 76,700 | .50 | 58 |
| 18-34 | 129,300 | .55 | 51 |
| 25-49 | 200,900 | .60 | 44 |
| 25-54 | 228,300 | .61 | 43 |
| MEN TOTAL | 448,700 | .75 | 36 |
| 18-49 | 246,400 | .59 | 43 |
| 18-34 | 133,200 | .56 | 47 |
| 21-49 | 229,600 | .60 | 43 |
| 25-49 | 203,100 | .62 | 41 |
| 25-54 | 228,300 | .62 | 41 |
| TEENS TOTAL | 70,500 | .53 | 54 |
| CHILD TOTAL | 135,900 | .56 | 49 |
| 6-11 | 77,600 | .54 | 52 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 42,500 | .54 | 50 |
| PERSONS 2+ | 134,000 | .61 | 44 |
| 18+ | 90,700 | .58 | 43 |
| 18-49 | 66,700 | .59 | 44 |
| 12-24 | 29,500 | .59 | 46 |
| 12-34 | 53,900 | .59 | 46 |
| 18-34 | 39,100 | .57 | 46 |
| WOMEN TOTAL | 47,000 | .55 | 47 |
| 18-49 | 33,900 | .56 | 44 |
| 12-24 | 14,800 | .58 | 45 |
| 18-34 | 19,900 | .55 | 46 |
| 25-49 | 26,400 | .57 | 43 |
| 25-54 | 29,400 | .57 | 43 |
| MEN TOTAL | 43,700 | .61 | 44 |
| 18-49 | 32,800 | .62 | 44 |
| 18-34 | 19,200 | .59 | 44 |
| 21-49 | 29,800 | .63 | 44 |
| 25-49 | 25,600 | .64 | 43 |
| 25-54 | 28,600 | .65 | 42 |
| TEENS TOTAL | 14,800 | .65 | 43 |
| CHILD TOTAL | 28,500 | .70 | 40 |
| 6-11 | 16,100 | .68 | 39 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 25,100 | .50 | 31 |
| PERSONS 2+ | 83,000 | .47 | 29 |
| 18+ | 61,600 | .50 | 28 |
| 18-49 | 45,600 | .48 | 29 |
| 12-24 | 17,900 | .41 | 32 |
| 12-34 | 35,200 | .44 | 30 |
| 18-34 | 27,900 | .46 | 29 |
| WOMEN TOTAL | 28,600 | .47 | 28 |
| 18-49 | 20,500 | .45 | 29 |
| 12-24 | 8,000 | .39 | 34 |
| 18-34 | 12,100 | .42 | 31 |
| 25-49 | 16,000 | .46 | 29 |
| 25-54 | 17,900 | .47 | 29 |
| MEN TOTAL | 33,000 | .54 | 28 |
| 18-49 | 25,100 | .50 | 29 |
| 18-34 | 15,800 | .49 | 29 |
| 21-49 | 22,800 | .51 | 29 |
| 25-49 | 19,000 | .52 | 29 |
| 25-54 | 21,000 | .53 | 29 |
| TEENS TOTAL | 7,300 | .39 | 34 |
| CHILD TOTAL | 14,100 | .39 | 36 |
| 6-11 | 7,800 | .38 | 37 |

## WHEELING-STEUBENVILLE

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 101,800 | .16 | 120 |
| PERSONS 2+ | 254,400 | .16 | 122 |
| 18+ | 199,400 | .16 | 122 |
| 18-49 | 112,200 | .13 | 128 |
| 12-24 | 44,800 | .14 | 127 |
| 12-34 | 79,200 | .13 | 129 |
| 18-34 | 57,200 | .12 | 130 |
| WOMEN TOTAL | 107,500 | .16 | 118 |
| 18-49 | 57,200 | .14 | 128 |
| 12-24 | 22,300 | .15 | 127 |
| 18-34 | 29,200 | .12 | 130 |
| 25-49 | 45,700 | .14 | 124 |
| 25-54 | 53,100 | .14 | 123 |
| MEN TOTAL | 91,900 | .15 | 124 |
| 18-49 | 55,000 | .13 | 128 |
| 18-34 | 28,000 | .12 | 130 |
| 21-49 | 49,700 | .13 | 129 |
| 25-49 | 43,700 | .13 | 128 |
| 25-54 | 50,400 | .14 | 125 |
| TEENS TOTAL | 22,000 | .16 | 122 |
| CHILD TOTAL | 33,000 | .14 | 130 |
| 6-11 | 20,800 | .15 | 127 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,900 | .04 | 122 |
| PERSONS 2+ | 7,500 | .03 | 123 |
| 18+ | 6,300 | .03 | 123 |
| 18-49 | 3,500 | .03 | 126 |
| 12-24 | 1,500 | .03 | 126 |
| 12-34 | 2,800 | .03 | 126 |
| 18-34 | 2,000 | .03 | 127 |
| WOMEN TOTAL | 2,900 | .03 | 121 |
| 18-49 | 1,800 | .03 | 123 |
| 12-24 | 700 | .03 | 124 |
| 18-34 | 1,000 | .03 | 124 |
| 25-49 | 1,400 | .03 | 122 |
| 25-54 | 1,500 | .03 | 123 |
| MEN TOTAL | 2,400 | .03 | 127 |
| 18-49 | 1,700 | .03 | 129 |
| 18-34 | 1,000 | .03 | 129 |
| 21-49 | 1,600 | .03 | 127 |
| 25-49 | 1,400 | .04 | 127 |
| 25-54 | 1,600 | .04 | 126 |
| TEENS TOTAL | 800 | .04 | 123 |
| CHILD TOTAL | 1,400 | .03 | 123 |
| 6-11 | 700 | .03 | 123 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 300 | .01 | 147 |
| PERSONS 2+ | 1,000 | .01 | 150 |
| 18+ | 900 | .01 | 145 |
| 18-49 | 500 | .01 | 149 |
| 12-24 | 200 | - | 148 |
| 12-34 | 300 | - | 153 |
| 18-34 | 200 | - | 152 |
| WOMEN TOTAL | 400 | .01 | 146 |
| 18-49 | 300 | .01 | 145 |
| 12-24 | 100 | - | 144 |
| 18-34 | 100 | - | 150 |
| 25-49 | 200 | .01 | 145 |
| 25-54 | 300 | .01 | 141 |
| MEN TOTAL | 500 | .01 | 144 |
| 18-49 | 200 | - | 150 |
| 18-34 | 100 | - | 151 |
| 21-49 | 200 | - | 149 |
| 25-49 | 200 | .01 | 148 |
| 25-54 | 400 | .01 | 137 |
| TEENS TOTAL | 100 | .01 | 140 |
| CHILD TOTAL | | | 155 |
| 6-11 | | | 154 |

# METRO MARKETS POPULATION SUMMARY

## WICHITA-HUTCHINSON

| TV HOUSEHOLDS | 213,000 | .34 | 72 |
|---|---|---|---|
| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
| PERSONS 2+ | 533,900 | .33 | 76 |
| 18+ | 399,700 | .32 | 76 |
| 18-49 | 260,600 | .31 | 78 |
| 12-24 | 95,900 | .31 | 83 |
| 12-34 | 191,300 | .32 | 78 |
| 18-34 | 145,800 | .31 | 79 |
| WOMEN TOTAL | 207,400 | .32 | 76 |
| 18-49 | 129,100 | .31 | 79 |
| 12-24 | 47,200 | .31 | 82 |
| 18-34 | 72,000 | .31 | 78 |
| 25-49 | 104,100 | .31 | 76 |
| 25-54 | 117,000 | .31 | 77 |
| MEN TOTAL | 192,300 | .32 | 76 |
| 18-49 | 131,500 | .31 | 77 |
| 18-34 | 73,800 | .31 | 79 |
| 21-49 | 121,300 | .32 | 76 |
| 25-49 | 106,100 | .32 | 72 |
| 25-54 | 118,100 | .32 | 72 |
| TEENS TOTAL | 45,500 | .34 | 75 |
| CHILD TOTAL | 88,700 | .36 | 71 |
| 6-11 | 52,300 | .37 | 71 |

| TV HOUSEHOLDS | 13,600 | .17 | 86 |
|---|---|---|---|
| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
| PERSONS 2+ | 37,000 | .17 | 88 |
| 18+ | 24,900 | .16 | 88 |
| 18-49 | 18,400 | .16 | 88 |
| 12-24 | 8,500 | .17 | 91 |
| 12-34 | 15,700 | .17 | 87 |
| 18-34 | 11,900 | .17 | 87 |
| WOMEN TOTAL | 13,100 | .15 | 89 |
| 18-49 | 9,400 | .16 | 91 |
| 12-24 | 4,300 | .17 | 90 |
| 18-34 | 6,000 | .17 | 89 |
| 25-49 | 7,000 | .15 | 89 |
| 25-54 | 7,900 | .15 | 87 |
| MEN TOTAL | 11,800 | .17 | 87 |
| 18-49 | 9,000 | .17 | 89 |
| 18-34 | 5,900 | .18 | 88 |
| 21-49 | 8,000 | .17 | 88 |
| 25-49 | 6,700 | .17 | 86 |
| 25-54 | 7,300 | .17 | 87 |
| TEENS TOTAL | 3,800 | .17 | 90 |
| CHILD TOTAL | 8,300 | .20 | 84 |
| 6-11 | 4,700 | .20 | 83 |

| TV HOUSEHOLDS | 6,600 | .13 | 61 |
|---|---|---|---|
| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
| PERSONS 2+ | 22,300 | .13 | 61 |
| 18+ | 13,800 | .11 | 61 |
| 18-49 | 10,700 | .11 | 61 |
| 12-24 | 5,100 | .12 | 63 |
| 12-34 | 9,500 | .12 | 61 |
| 18-34 | 7,000 | .11 | 61 |
| WOMEN TOTAL | 6,700 | .11 | 61 |
| 18-49 | 5,000 | .11 | 62 |
| 12-24 | 2,400 | .12 | 63 |
| 18-34 | 3,300 | .11 | 61 |
| 25-49 | 3,700 | .11 | 61 |
| 25-54 | 4,200 | .11 | 61 |
| MEN TOTAL | 7,100 | .12 | 61 |
| 18-49 | 5,700 | .11 | 61 |
| 18-34 | 3,700 | .11 | 61 |
| 21-49 | 5,200 | .12 | 61 |
| 25-49 | 4,400 | .12 | 60 |
| 25-54 | 4,700 | .12 | 60 |
| TEENS TOTAL | 2,500 | .13 | 60 |
| CHILD TOTAL | 6,000 | .17 | 55 |
| 6-11 | 3,400 | .16 | 56 |

## WICHITA FALLS-LAWTON

| TV HOUSEHOLDS | 88,700 | .14 | 126 |
|---|---|---|---|
| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
| PERSONS 2+ | 242,100 | .15 | 125 |
| 18+ | 181,800 | .14 | 126 |
| 18-49 | 122,300 | .15 | 123 |
| 12-24 | 52,800 | .17 | 121 |
| 12-34 | 96,100 | .16 | 119 |
| 18-34 | 75,300 | .16 | 118 |
| WOMEN TOTAL | 91,200 | .14 | 126 |
| 18-49 | 57,600 | .14 | 126 |
| 12-24 | 23,000 | .15 | 124 |
| 18-34 | 33,900 | .14 | 125 |
| 25-49 | 44,600 | .13 | 128 |
| 25-54 | 50,600 | .13 | 128 |
| MEN TOTAL | 90,600 | .15 | 125 |
| 18-49 | 64,700 | .15 | 121 |
| 18-34 | 41,400 | .17 | 110 |
| 21-49 | 55,900 | .15 | 121 |
| 25-49 | 45,700 | .14 | 124 |
| 25-54 | 50,900 | .14 | 124 |
| TEENS TOTAL | 20,800 | .16 | 125 |
| CHILD TOTAL | 39,500 | .16 | 121 |
| 6-11 | 23,600 | .17 | 122 |

| TV HOUSEHOLDS | 9,500 | .12 | 98 |
|---|---|---|---|
| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
| PERSONS 2+ | 29,500 | .13 | 97 |
| 18+ | 20,500 | .13 | 94 |
| 18-49 | 16,200 | .14 | 93 |
| 12-24 | 8,600 | .17 | 89 |
| 12-34 | 14,600 | .16 | 93 |
| 18-34 | 11,700 | .17 | 90 |
| WOMEN TOTAL | 9,500 | .11 | 97 |
| 18-49 | 7,100 | .12 | 98 |
| 12-24 | 3,400 | .13 | 97 |
| 18-34 | 4,900 | .14 | 94 |
| 25-49 | 5,100 | .11 | 98 |
| 25-54 | 5,700 | .11 | 98 |
| MEN TOTAL | 11,000 | .15 | 91 |
| 18-49 | 9,100 | .17 | 88 |
| 18-34 | 6,800 | .21 | 85 |
| 21-49 | 7,300 | .15 | 91 |
| 25-49 | 5,400 | .14 | 94 |
| 25-54 | 5,800 | .13 | 94 |
| TEENS TOTAL | 2,900 | .13 | 98 |
| CHILD TOTAL | 6,100 | .15 | 96 |
| 6-11 | 3,600 | .15 | 96 |

| TV HOUSEHOLDS | 5,100 | .10 | 65 |
|---|---|---|---|
| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
| PERSONS 2+ | 17,600 | .10 | 64 |
| 18+ | 11,600 | .10 | 65 |
| 18-49 | 9,600 | .10 | 65 |
| 12-24 | 4,800 | .11 | 64 |
| 12-34 | 8,600 | .11 | 64 |
| 18-34 | 6,600 | .11 | 62 |
| WOMEN TOTAL | 5,300 | .09 | 64 |
| 18-49 | 4,300 | .09 | 64 |
| 12-24 | 2,100 | .10 | 64 |
| 18-34 | 2,900 | .10 | 64 |
| 25-49 | 3,200 | .09 | 64 |
| 25-54 | 3,500 | .09 | 64 |
| MEN TOTAL | 6,300 | .10 | 64 |
| 18-49 | 5,300 | .11 | 64 |
| 18-34 | 3,700 | .11 | 61 |
| 21-49 | 4,600 | .10 | 64 |
| 25-49 | 3,600 | .10 | 66 |
| 25-54 | 3,800 | .10 | 67 |
| TEENS TOTAL | 2,000 | .11 | 63 |
| CHILD TOTAL | 4,000 | .11 | 65 |
| 6-11 | 2,400 | .12 | 64 |

## WILKES BARRE-SCRANTON

| TV HOUSEHOLDS | 243,600 | .39 | 63 |
|---|---|---|---|
| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
| PERSONS 2+ | 613,800 | .38 | 66 |
| 18+ | 490,400 | .39 | 67 |
| 18-49 | 275,400 | .33 | 74 |
| 12-24 | 109,600 | .35 | 75 |
| 12-34 | 196,800 | .32 | 77 |
| 18-34 | 150,000 | .32 | 77 |
| WOMEN TOTAL | 264,700 | .40 | 62 |
| 18-49 | 137,800 | .33 | 74 |
| 12-24 | 54,600 | .36 | 74 |
| 18-34 | 75,000 | .32 | 76 |
| 25-49 | 106,100 | .32 | 73 |
| 25-54 | 122,100 | .32 | 73 |
| MEN TOTAL | 225,700 | .36 | 64 |
| 18-49 | 137,600 | .33 | 75 |
| 18-34 | 75,000 | .32 | 77 |
| 21-49 | 123,900 | .32 | 74 |
| 25-49 | 106,500 | .32 | 71 |
| 25-54 | 121,400 | .33 | 70 |
| TEENS TOTAL | 46,800 | .35 | 73 |
| CHILD TOTAL | 76,600 | .31 | 80 |
| 6-11 | 46,000 | .32 | 80 |

| TV HOUSEHOLDS | 1,300 | .02 | 131 |
|---|---|---|---|
| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
| PERSONS 2+ | 5,900 | .03 | 125 |
| 18+ | 4,500 | .03 | 126 |
| 18-49 | 3,700 | .03 | 125 |
| 12-24 | 1,800 | .04 | 124 |
| 12-34 | 3,200 | .04 | 125 |
| 18-34 | 2,600 | .04 | 125 |
| WOMEN TOTAL | 1,200 | .01 | 131 |
| 18-49 | 900 | .01 | 130 |
| 12-24 | 700 | .03 | 124 |
| 18-34 | 700 | .02 | 128 |
| 25-49 | 500 | .01 | 132 |
| 25-54 | 600 | .01 | 131 |
| MEN TOTAL | 3,300 | .06 | 121 |
| 18-49 | 2,800 | .05 | 118 |
| 18-34 | 1,900 | .06 | 115 |
| 21-49 | 2,400 | .05 | 120 |
| 25-49 | 2,000 | .05 | 120 |
| 25-54 | 2,100 | .05 | 119 |
| TEENS TOTAL | 600 | .03 | 125 |
| CHILD TOTAL | 800 | .02 | 130 |
| 6-11 | 500 | .02 | 126 |

| TV HOUSEHOLDS | 1,000 | .02 | 116 |
|---|---|---|---|
| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
| PERSONS 2+ | 3,700 | .02 | 116 |
| 18+ | 2,600 | .02 | 115 |
| 18-49 | 2,000 | .02 | 120 |
| 12-24 | 1,000 | .02 | 114 |
| 12-34 | 1,600 | .02 | 120 |
| 18-34 | 1,100 | .02 | 120 |
| WOMEN TOTAL | 1,100 | .02 | 116 |
| 18-49 | 800 | .02 | 118 |
| 12-24 | 400 | .02 | 117 |
| 18-34 | 500 | .02 | 120 |
| 25-49 | 600 | .02 | 117 |
| 25-54 | 700 | .02 | 117 |
| MEN TOTAL | 1,500 | .02 | 113 |
| 18-49 | 1,200 | .02 | 115 |
| 18-34 | 600 | .02 | 120 |
| 21-49 | 1,100 | .02 | 115 |
| 25-49 | 900 | .02 | 115 |
| 25-54 | 1,100 | .03 | 112 |
| TEENS TOTAL | 500 | .03 | 108 |
| CHILD TOTAL | 600 | .02 | 122 |
| 6-11 | 300 | .01 | 123 |

# METRO MARKETS POPULATION SUMMARY

## WILMINGTON

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 69,700 | .11 | 133 |
| PERSONS 2+ | 171,300 | .10 | 134 |
| 18+ | 135,100 | .11 | 132 |
| 18-49 | 85,600 | .10 | 134 |
| 12-24 | 33,100 | .11 | 137 |
| 12-34 | 60,300 | .10 | 137 |
| 18-34 | 46,400 | .10 | 135 |
| WOMEN TOTAL | 71,500 | .11 | 131 |
| 18-49 | 44,000 | .10 | 133 |
| 12-24 | 16,600 | .11 | 136 |
| 18-34 | 23,800 | .10 | 135 |
| 25-49 | 34,200 | .10 | 132 |
| 25-54 | 39,000 | .10 | 132 |
| MEN TOTAL | 63,600 | .11 | 133 |
| 18-49 | 41,600 | .10 | 134 |
| 18-34 | 22,600 | .10 | 136 |
| 21-49 | 37,500 | .10 | 134 |
| 25-49 | 32,200 | .10 | 136 |
| 25-54 | 36,500 | .10 | 135 |
| TEENS TOTAL | 13,900 | .10 | 138 |
| CHILD TOTAL | 22,300 | .09 | 142 |
| 6-11 | 13,300 | .09 | 143 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 11,700 | .15 | 91 |
| PERSONS 2+ | 32,200 | .15 | 92 |
| 18+ | 22,900 | .15 | 92 |
| 18-49 | 15,300 | .13 | 94 |
| 12-24 | 7,500 | .15 | 96 |
| 12-34 | 12,400 | .14 | 97 |
| 18-34 | 8,700 | .13 | 97 |
| WOMEN TOTAL | 12,900 | .15 | 91 |
| 18-49 | 8,400 | .14 | 92 |
| 12-24 | 3,900 | .15 | 93 |
| 18-34 | 4,800 | .13 | 95 |
| 25-49 | 6,400 | .14 | 92 |
| 25-54 | 7,100 | .14 | 92 |
| MEN TOTAL | 10,000 | .14 | 95 |
| 18-49 | 6,900 | .13 | 98 |
| 18-34 | 3,900 | .12 | 99 |
| 21-49 | 6,100 | .13 | 98 |
| 25-49 | 5,100 | .13 | 97 |
| 25-54 | 5,700 | .13 | 95 |
| TEENS TOTAL | 3,700 | .16 | 92 |
| CHILD TOTAL | 5,600 | .14 | 99 |
| 6-11 | 3,200 | .13 | 99 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 400 | .01 | 142 |
| PERSONS 2+ | 1,200 | .01 | 148 |
| 18+ | 800 | .01 | 146 |
| 18-49 | 700 | .01 | 145 |
| 12-24 | 200 | - | 148 |
| 12-34 | 600 | .01 | 144 |
| 18-34 | 500 | .01 | 143 |
| WOMEN TOTAL | 400 | .01 | 145 |
| 18-49 | 300 | .01 | 145 |
| 12-24 | 100 | - | 144 |
| 18-34 | 200 | .01 | 144 |
| 25-49 | 300 | .01 | 139 |
| 25-54 | 300 | .01 | 141 |
| MEN TOTAL | 400 | .01 | 147 |
| 18-49 | 400 | .01 | 142 |
| 18-34 | 300 | .01 | 139 |
| 21-49 | 300 | .01 | 144 |
| 25-49 | 300 | .01 | 141 |
| 25-54 | 300 | .01 | 144 |
| TEENS TOTAL | 100 | .01 | 140 |
| CHILD TOTAL | 300 | .01 | 143 |
| 6-11 | 200 | .01 | 138 |

## YAKIMA-PASCO-RICHLAND-KENNEWICK

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 64,100 | .10 | 137 |
| PERSONS 2+ | 176,800 | .11 | 132 |
| 18+ | 127,600 | .10 | 135 |
| 18-49 | 81,400 | .10 | 137 |
| 12-24 | 34,500 | .11 | 135 |
| 12-34 | 61,700 | .10 | 136 |
| 18-34 | 44,400 | .09 | 136 |
| WOMEN TOTAL | 65,200 | .10 | 137 |
| 18-49 | 40,000 | .09 | 137 |
| 12-24 | 16,400 | .11 | 137 |
| 18-34 | 21,400 | .09 | 138 |
| 25-49 | 31,900 | .10 | 136 |
| 25-54 | 36,000 | .10 | 135 |
| MEN TOTAL | 62,400 | .10 | 134 |
| 18-49 | 41,400 | .10 | 135 |
| 18-34 | 23,000 | .10 | 135 |
| 21-49 | 37,500 | .10 | 134 |
| 25-49 | 32,300 | .10 | 135 |
| 25-54 | 36,400 | .10 | 136 |
| TEENS TOTAL | 17,300 | .13 | 131 |
| CHILD TOTAL | 31,900 | .13 | 132 |
| 6-11 | 19,000 | .13 | 132 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 700 | .01 | 136 |
| PERSONS 2+ | 1,700 | .01 | 140 |
| 18+ | 1,100 | .01 | 140 |
| 18-49 | 700 | .01 | 140 |
| 12-24 | 400 | .01 | 141 |
| 12-34 | 700 | .01 | 141 |
| 18-34 | 500 | .01 | 141 |
| WOMEN TOTAL | 500 | .01 | 137 |
| 18-49 | 300 | - | 140 |
| 12-24 | 200 | .01 | 136 |
| 18-34 | 200 | .01 | 139 |
| 25-49 | 200 | - | 138 |
| 25-54 | 300 | .01 | 136 |
| MEN TOTAL | 600 | .01 | 140 |
| 18-49 | 400 | .01 | 143 |
| 18-34 | 300 | .01 | 140 |
| 21-49 | 400 | .01 | 140 |
| 25-49 | 300 | .01 | 140 |
| 25-54 | 400 | .01 | 140 |
| TEENS TOTAL | 200 | .01 | 134 |
| CHILD TOTAL | 400 | .01 | 137 |
| 6-11 | 200 | .01 | 139 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 10,300 | .21 | 46 |
| PERSONS 2+ | 43,600 | .25 | 45 |
| 18+ | 25,700 | .21 | 45 |
| 18-49 | 21,300 | .22 | 45 |
| 12-24 | 11,900 | .27 | 42 |
| 12-34 | 20,000 | .25 | 44 |
| 18-34 | 14,400 | .24 | 46 |
| WOMEN TOTAL | 11,400 | .19 | 45 |
| 18-49 | 9,300 | .20 | 45 |
| 12-24 | 5,400 | .26 | 43 |
| 18-34 | 6,200 | .22 | 45 |
| 25-49 | 6,600 | .19 | 47 |
| 25-54 | 7,200 | .19 | 46 |
| MEN TOTAL | 14,300 | .23 | 44 |
| 18-49 | 12,000 | .24 | 43 |
| 18-34 | 8,200 | .25 | 42 |
| 21-49 | 10,500 | .24 | 43 |
| 25-49 | 8,400 | .23 | 44 |
| 25-54 | 9,100 | .23 | 44 |
| TEENS TOTAL | 5,600 | .30 | 42 |
| CHILD TOTAL | 12,300 | .34 | 40 |
| 6-11 | 7,000 | .34 | 41 |

## YOUNGSTOWN

| ALL | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 184,500 | .29 | 79 |
| PERSONS 2+ | 469,400 | .29 | 82 |
| 18+ | 362,000 | .29 | 81 |
| 18-49 | 211,900 | .25 | 89 |
| 12-24 | 83,100 | .27 | 90 |
| 12-34 | 151,500 | .25 | 90 |
| 18-34 | 110,300 | .23 | 96 |
| WOMEN TOTAL | 194,100 | .30 | 81 |
| 18-49 | 109,200 | .26 | 87 |
| 12-24 | 41,100 | .27 | 90 |
| 18-34 | 56,700 | .24 | 94 |
| 25-49 | 88,200 | .26 | 84 |
| 25-54 | 101,100 | .27 | 84 |
| MEN TOTAL | 167,900 | .28 | 82 |
| 18-49 | 102,700 | .25 | 91 |
| 18-34 | 53,600 | .23 | 96 |
| 21-49 | 93,700 | .24 | 91 |
| 25-49 | 81,800 | .25 | 87 |
| 25-54 | 93,600 | .25 | 86 |
| TEENS TOTAL | 41,200 | .31 | 83 |
| CHILD TOTAL | 66,200 | .27 | 87 |
| 6-11 | 40,400 | .28 | 84 |

| BLACK | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 19,500 | .25 | 77 |
| PERSONS 2+ | 52,000 | .24 | 78 |
| 18+ | 35,600 | .23 | 77 |
| 18-49 | 22,600 | .20 | 82 |
| 12-24 | 11,300 | .22 | 82 |
| 12-34 | 18,600 | .21 | 82 |
| 18-34 | 12,700 | .19 | 84 |
| WOMEN TOTAL | 20,300 | .24 | 77 |
| 18-49 | 12,900 | .21 | 81 |
| 12-24 | 5,800 | .23 | 80 |
| 18-34 | 7,200 | .20 | 82 |
| 25-49 | 10,100 | .22 | 78 |
| 25-54 | 11,500 | .22 | 78 |
| MEN TOTAL | 15,300 | .22 | 80 |
| 18-49 | 9,700 | .18 | 85 |
| 18-34 | 5,500 | .17 | 91 |
| 21-49 | 8,500 | .18 | 85 |
| 25-49 | 7,300 | .18 | 85 |
| 25-54 | 8,500 | .19 | 82 |
| TEENS TOTAL | 6,100 | .27 | 77 |
| CHILD TOTAL | 10,300 | .25 | 80 |
| 6-11 | 6,200 | .26 | 79 |

| HISPANIC | POP IN TVHH & GROUP QUARTERS | PCT OF US | METRO RANK |
|---|---|---|---|
| TV HOUSEHOLDS | 2,400 | .05 | 84 |
| PERSONS 2+ | 7,200 | .04 | 96 |
| 18+ | 4,700 | .04 | 99 |
| 18-49 | 3,400 | .04 | 102 |
| 12-24 | 1,500 | .03 | 102 |
| 12-34 | 2,700 | .03 | 104 |
| 18-34 | 1,900 | .03 | 109 |
| WOMEN TOTAL | 2,500 | .04 | 87 |
| 18-49 | 1,800 | .04 | 94 |
| 12-24 | 800 | .04 | 93 |
| 18-34 | 1,000 | .03 | 103 |
| 25-49 | 1,400 | .04 | 89 |
| 25-54 | 1,500 | .04 | 91 |
| MEN TOTAL | 2,200 | .04 | 102 |
| 18-49 | 1,600 | .03 | 109 |
| 18-34 | 900 | .03 | 113 |
| 21-49 | 1,500 | .03 | 106 |
| 25-49 | 1,300 | .04 | 102 |
| 25-54 | 1,300 | .03 | 106 |
| TEENS TOTAL | 800 | .04 | 86 |
| CHILD TOTAL | 1,700 | .05 | 82 |
| 6-11 | 1,000 | .05 | 80 |

# METRO MARKETS POPULATION SUMMARY

## UNITED STATES

TV HOUSEHOLDS 62,580,000

| ALL | POP IN TVHH & GROUP QUARTERS |
|---|---|
| PERSONS 2+ | 163,500,500 |
| 18+ | 125,765,800 |
| 18-49 | 84,134,400 |
| 12-24 | 31,118,300 |
| 12-34 | 60,672,200 |
| 18-34 | 47,298,800 |
| WOMEN TOTAL | 65,757,800 |
| 18-49 | 42,282,400 |
| 12-24 | 15,279,100 |
| 18-34 | 23,529,900 |
| 25-49 | 33,538,800 |
| 25-54 | 37,693,100 |
| MEN TOTAL | 60,012,000 |
| 18-49 | 41,852,000 |
| 18-34 | 23,768,900 |
| 21-49 | 38,245,500 |
| 25-49 | 32,850,700 |
| 25-54 | 36,754,700 |
| TEENS TOTAL | 13,373,400 |
| CHILD TOTAL | 24,357,300 |
| 6-11 | 14,298,200 |

TV HOUSEHOLDS 7,804,100

| BLACK | POP IN TVHH & GROUP QUARTERS |
|---|---|
| PERSONS 2+ | 22,007,500 |
| 18+ | 15,657,100 |
| 18-49 | 11,390,600 |
| 12-24 | 5,029,300 |
| 12-34 | 9,121,700 |
| 18-34 | 6,852,700 |
| WOMEN TOTAL | 8,550,800 |
| 18-49 | 6,058,400 |
| 12-24 | 2,531,800 |
| 18-34 | 3,589,400 |
| 25-49 | 4,649,600 |
| 25-54 | 5,168,900 |
| MEN TOTAL | 7,106,300 |
| 18-49 | 5,332,200 |
| 18-34 | 3,263,300 |
| 21-49 | 4,745,100 |
| 25-49 | 3,980,700 |
| 25-54 | 4,408,100 |
| TEENS TOTAL | 2,269,000 |
| CHILD TOTAL | 4,081,400 |
| 6-11 | 2,378,000 |

TV HOUSEHOLDS 5,007,900

| HISPANIC | POP IN TVHH & GROUP QUARTERS |
|---|---|
| PERSONS 2+ | 17,671,700 |
| 18+ | 12,200,300 |
| 18-49 | 9,565,700 |
| 12-24 | 4,340,700 |
| 12-34 | 8,001,300 |
| 18-34 | 6,126,500 |
| WOMEN TOTAL | 6,053,900 |
| 18-49 | 4,594,900 |
| 12-24 | 2,060,100 |
| 18-34 | 2,871,100 |
| 25-49 | 3,450,200 |
| 25-54 | 3,792,800 |
| MEN TOTAL | 6,146,400 |
| 18-49 | 4,970,800 |
| 18-34 | 3,255,400 |
| 21-49 | 4,448,000 |
| 25-49 | 3,649,600 |
| 25-54 | 3,966,800 |
| TEENS TOTAL | 1,874,800 |
| CHILD TOTAL | 3,596,600 |
| 6-11 | 2,065,600 |

# Metro Markets Ranked by Demographic Category

ADI Markets with Metro areas listed by demographic rank.

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL TV HOUSEHOLDS

US TOTAL 62.580.000

| Metro Rank | Metro Name | TVHH | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 5,667,300 | 9.06 |
| 2 | LOS ANGELES | 3,804,200 | 6.08 |
| 3 | CHICAGO | 2,822,200 | 4.51 |
| 4 | PHILADELPHIA | 1,785,000 | 2.85 |
| 5 | DETROIT | 1,568,300 | 2.51 |
| 6 | DALLAS-FT. WORTH | 1,527,000 | 2.44 |
| 7 | WASHINGTON, DC | 1,500,900 | 2.40 |
| 8 | BOSTON | 1,401,300 | 2.24 |
| 9 | SAN FRANCISCO-OAKLAND-SAN JOSE | 1,369,200 | 2.19 |
| 10 | HOUSTON | 1,344,600 | 2.15 |
| 11 | ATLANTA | 1,112,200 | 1.78 |
| 12 | SEATTLE-TACOMA | 1,008,500 | 1.61 |
| 13 | MINNEAPOLIS-ST. PAUL | 960,100 | 1.53 |
| 14 | ST. LOUIS | 928,000 | 1.48 |
| 15 | SAN DIEGO | 911,200 | 1.46 |
| 16 | TAMPA-ST. PETERSBURG | 900,600 | 1.44 |
| 17 | BALTIMORE | 883,300 | 1.41 |
| 18 | SACRAMENTO-STOCKTON | 842,900 | 1.35 |
| 19 | PHOENIX | 835,000 | 1.33 |
| 20 | PITTSBURGH | 822,100 | 1.31 |
| 21 | CLEVELAND | 799,200 | 1.28 |
| 22 | ORLANDO-DAYTONA BEACH-MELBOURNE | 753,500 | 1.20 |
| 23 | DENVER | 743,100 | 1.19 |
| 24 | MIAMI-FT. LAUDERDALE | 704,700 | 1.13 |
| 25 | PORTLAND, OR | 631,800 | 1.01 |
| 26 | HARTFORD-NEW HAVEN | 628,900 | 1.00 |
| 27 | KANSAS CITY | 613,300 | .98 |
| 28 | CINCINNATI | 548,600 | .88 |
| 29 | MILWAUKEE | 537,400 | .86 |
| 30 | HARRISBURG-YORK-LANCASTER-LEBANON | 535,500 | .86 |
| 31 | PROVIDENCE-NEW BEDFORD | 534,100 | .85 |
| 32 | COLUMBUS, OH | 530,400 | .85 |
| 33 | INDIANAPOLIS | 521,600 | .83 |
| 34 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 514,400 | .82 |
| 35 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 496,600 | .79 |
| 36 | SAN ANTONIO | 463,600 | .74 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 458,500 | .73 |
| 38 | BUFFALO | 456,900 | .73 |
| 39 | CHARLOTTE | 454,500 | .73 |
| 40 | NEW ORLEANS | 450,900 | .72 |
| 41 | SALT LAKE CITY | 430,600 | .69 |
| 42 | GREENVILLE-SPARTANBURG-ASHEVILLE | 413,800 | .66 |
| 43 | NASHVILLE | 385,800 | .62 |
| 44 | DAYTON | 378,200 | .60 |
| 45 | GREENSBORO-WINSTON SALEM-HIGH POINT | 377,100 | .60 |
| 46 | OKLAHOMA CITY | 368,400 | .59 |
| 47 | LOUISVILLE | 367,300 | .59 |
| 48 | JACKSONVILLE | 363,900 | .58 |
| 49 | MEMPHIS | 362,600 | .58 |
| 50 | ROCHESTER, NY | 358,300 | .57 |
| 51 | BIRMINGHAM | 347,500 | .56 |
| 52 | RICHMOND | 338,400 | .54 |
| 53 | ALBANY-SCHENECTADY-TROY | 336,200 | .54 |
| 54 | FLINT-SAGINAW-BAY CITY | 331,000 | .53 |
| 55 | AUSTIN, TX | 315,600 | .50 |
| 56 | MOBILE-PENSACOLA | 307,400 | .49 |
| 57 | LAS VEGAS | 305,900 | .49 |
| 58 | RALEIGH-DURHAM | 298,900 | .48 |
| 59 | TULSA | 290,300 | .46 |
| 60 | TUCSON | 276,700 | .44 |
| 61 | ALBUQUERQUE | 268,200 | .43 |
| 62 | TOLEDO | 244,700 | .39 |
| 63 | WILKES BARRE-SCRANTON | 243,600 | .39 |
| 64 | SYRACUSE | 242,600 | .39 |
| 65 | KNOXVILLE | 239,900 | .38 |
| 66 | OMAHA | 233,600 | .37 |
| 67 | LITTLE ROCK | 226,100 | .36 |
| 68 | FRESNO-VISALIA | 223,500 | .36 |
| 69 | SPRINGFIELD, MA | 220,100 | .35 |
| 70 | SPRINGFIELD-DECATUR-CHAMPAIGN | 216,400 | .35 |
| 71 | CHARLESTON-HUNTINGTON | 215,400 | .34 |
| 72 | WICHITA-HUTCHINSON | 213,000 | .34 |
| 73 | LANSING | 210,800 | .34 |
| 74 | COLORADO SPRINGS-PUEBLO | 198,600 | .32 |
| 75 | SALINAS-MONTEREY | 196,400 | .31 |
| 76 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 191,600 | .31 |
| 77 | SHREVEPORT-TEXARKANA | 187,500 | .30 |
| 78 | BATON ROUGE | 187,000 | .30 |
| 79 | YOUNGSTOWN | 184,500 | .29 |
| 80 | EL PASO | 184,100 | .29 |
| 81 | CHARLESTON, SC | 182,800 | .29 |
| 82 | MCALLEN-BROWNSVILLE: LRGV | 181,400 | .29 |
| 83 | DES MOINES | 180,500 | .29 |
| 84 | PEORIA-BLOOMINGTON | 173,800 | .28 |
| 85 | FT. WAYNE | 169,100 | .27 |
| 86 | ROANOKE-LYNCHBURG | 168,900 | .27 |
| 87 | CHATTANOOGA | 167,800 | .27 |
| 88 | COLUMBIA, SC | 166,000 | .27 |
| 89 | FT. SMITH | 165,300 | .26 |
| 89 | SPOKANE | 165,300 | .26 |
| 91 | SOUTH BEND-ELKHART | 164,100 | .26 |
| 92 | BAKERSFIELD | 158,600 | .25 |
| 93 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 157,600 | .25 |
| 94 | CHICO-REDDING | 156,700 | .25 |
| 95 | WACO-TEMPLE-BRYAN | 156,200 | .25 |
| 96 | LEXINGTON | 156,100 | .25 |
| 97 | HUNTSVILLE-DECATUR-FLORENCE | 152,800 | .24 |
| 98 | AUGUSTA | 144,400 | .23 |
| 99 | MADISON | 143,300 | .23 |
| 100 | JACKSON, MS | 140,900 | .23 |
| 101 | JOHNSTOWN-ALTOONA | 139,000 | .22 |
| 102 | PORTLAND-POLAND SPRING | 135,600 | .22 |
| 103 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 133,700 | .21 |
| 104 | BEAUMONT-PORT ARTHUR | 132,000 | .21 |
| 105 | LINCOLN-HASTINGS-KEARNEY | 127,500 | .20 |
| 106 | ROCKFORD | 125,700 | .20 |
| 107 | GREEN BAY-APPLETON | 124,700 | .20 |
| 108 | MONTGOMERY-SELMA | 123,200 | .20 |
| 109 | EVANSVILLE | 119,400 | .19 |
| 110 | GREENVILLE-NEW BERN-WASHINGTON | 118,100 | .19 |
| 111 | CORPUS CHRISTI | 118,000 | .19 |
| 112 | TALLAHASSEE-THOMASVILLE | 117,300 | .19 |
| 113 | TYLER-LONGVIEW-JACKSONVILLE | 112,100 | .18 |
| 114 | BOISE | 109,000 | .17 |
| 115 | BURLINGTON-PLATTSBURGH | 108,700 | .17 |
| 116 | EUGENE | 108,300 | .17 |
| 117. | MACON | 108,100 | .17 |
| 118 | RENO | 104,700 | .17 |
| 119 | DULUTH-SUPERIOR | 104,300 | .17 |
| 120 | WHEELING-STEUBENVILLE | 101,800 | .16 |
| 121 | SAVANNAH | 101,600 | .16 |
| 122 | ERIE | 100,400 | .16 |
| 123 | BILOXI-GULFPORT-PASCAGOULA | 99,500 | .16 |
| 123 | BINGHAMTON | 99,500 | .16 |
| 125 | SPRINGFIELD, MO | 94,700 | .15 |
| 126 | WICHITA FALLS-LAWTON | 88,700 | .14 |
| 127 | COLUMBUS, GA | 86,600 | .14 |
| 128 | ODESSA-MIDLAND | 85,200 | .14 |
| 129 | LUBBOCK | 82,300 | .13 |
| 130 | MONROE-EL DORADO | 75,000 | .12 |
| 131 | AMARILLO | 72,200 | .12 |
| 132 | TOPEKA | 69,900 | .11 |
| 133 | WILMINGTON | 69,700 | .11 |
| 134 | JOPLIN-PITTSBURG | 67,200 | .11 |
| 135 | COLUMBIA-JEFFERSON CITY | 65,200 | .10 |
| 136 | WAUSAU-RHINELANDER | 64,300 | .10 |
| 137 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 64,100 | .10 |
| 138 | FARGO | 63,400 | .10 |
| 139 | TERRE HAUTE | 61,700 | .10 |
| 140 | LAFAYETTE, LA | 59,800 | .10 |
| 141 | ABILENE-SWEETWATER | 59,700 | .10 |
| 142 | IDAHO FALLS-POCATELLO | 58,900 | .09 |
| 143 | SIOUX FALLS-MITCHELL | 58,600 | .09 |
| 144 | MEDFORD | 56,900 | .09 |
| 145 | BANGOR | 54,100 | .09 |
| 146 | PANAMA CITY | 50,600 | .08 |
| 147 | MISSOULA | 47,400 | .08 |
| 148 | EUREKA | 45,600 | .07 |
| 149 | BILLINGS-HARDIN | 43,900 | .07 |
| 150 | SIOUX CITY | 42,700 | .07 |
| 151 | WATERTOWN-CARTHAGE | 39,900 | .06 |
| 152 | ALBANY, GA | 38,800 | .06 |
| 153 | GRAND JUNCTION-DURANGO | 36,300 | .06 |
| 154 | QUINCY-HANNIBAL | 35,600 | .06 |
| 155 | TRAVERSE CITY-CADILLAC | 34,500 | .06 |
| 156 | GREAT FALLS | 29,600 | .05 |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### BLACK TV HOUSEHOLDS — US TOTAL 7,804,100

| Metro Rank | Metro Name | TVHH | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 961,900 | 12.33 |
| 2 | CHICAGO | 497,400 | 6.37 |
| 3 | WASHINGTON, DC | 376,300 | 4.82 |
| 4 | LOS ANGELES | 348,600 | 4.47 |
| 5 | DETROIT | 330,200 | 4.23 |
| 6 | PHILADELPHIA | 314,800 | 4.03 |
| 7 | ATLANTA | 270,200 | 3.46 |
| 8 | HOUSTON | 225,100 | 2.88 |
| 9 | BALTIMORE | 209,200 | 2.68 |
| 10 | DALLAS-FT. WORTH | 194,800 | 2.50 |
| 11 | SAN FRANCISCO-OAKLAND-SAN JOSE | 149,700 | 1.92 |
| 12 | ST. LOUIS | 144,200 | 1.85 |
| 13 | NEW ORLEANS | 140,500 | 1.80 |
| 14 | CLEVELAND | 137,900 | 1.77 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 135,700 | 1.74 |
| 16 | MEMPHIS | 130,700 | 1.67 |
| 17 | MIAMI-FT.LAUDERDALE | 115,900 | 1.49 |
| 18 | RICHMOND | 90,700 | 1.16 |
| 19 | BIRMINGHAM | 85,500 | 1.10 |
| 20 | CHARLOTTE | 80,000 | 1.03 |
| 21 | BOSTON | 73,800 | .95 |
| 22 | KANSAS CITY | 71,700 | .92 |
| 23 | CINCINNATI | 71,300 | .91 |
| 24 | RALEIGH-DURHAM | 67,300 | .86 |
| 25 | GREENSBORO-WINSTON SALEM-HIGH POINT | 66,800 | .86 |
| 26 | PITTSBURGH | 64,900 | .83 |
| 27 | JACKSONVILLE | 64,400 | .83 |
| 28 | TAMPA-ST.PETERSBURG | 64,000 | .82 |
| 29 | MILWAUKEE | 63,900 | .82 |
| 30 | ORLANDO-DAYTONA BEACH-MELBOURNE | 63,600 | .81 |
| 31 | INDIANAPOLIS | 63,000 | .81 |
| 32 | MOBILE-PENSACOLA | 60,900 | .78 |
| 33 | COLUMBUS, OH | 59,100 | .76 |
| 34 | HARTFORD-NEW HAVEN | 57,300 | .73 |
| 35 | NASHVILLE | 54,900 | .70 |
| 36 | GREENVILLE-SPARTANBURG-ASHEVILLE | 52,500 | .67 |
| 37 | JACKSON, MS | 52,200 | .67 |
| 38 | SHREVEPORT-TEXARKANA | 51,300 | .66 |
| 39 | SAN DIEGO | 50,600 | .65 |
| 40 | BATON ROUGE | 49,500 | .63 |
| 41 | CHARLESTON, SC | 48,500 | .62 |
| 42 | BUFFALO | 47,100 | .60 |
| 43 | DAYTON | 46,100 | .59 |
| 44 | LOUISVILLE | 45,700 | .59 |
| 45 | LITTLE ROCK | 45,000 | .58 |
| 46 | SACRAMENTO-STOCKTON | 44,900 | .58 |
| 47 | SEATTLE-TACOMA | 44,000 | .56 |
| 48 | COLUMBIA, SC | 43,200 | .55 |
| 49 | FLINT-SAGINAW-BAY CITY | 42,600 | .55 |
| 50 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 42,500 | .54 |
| 51 | MONTGOMERY-SELMA | 42,200 | .54 |
| 52 | AUGUSTA | 40,600 | .52 |
| 53 | DENVER | 37,800 | .48 |
| 54 | GREENVILLE-NEW BERN-WASHINGTON | 34,800 | .45 |
| 55 | OKLAHOMA CITY | 34,600 | .44 |
| 56 | MACON | 33,900 | .43 |
| 57 | MINNEAPOLIS-ST. PAUL | 31,900 | .41 |
| 57 | SAVANNAH | 31,900 | .41 |
| 59 | SAN ANTONIO | 31,800 | .41 |
| 60 | COLUMBUS, GA | 30,800 | .39 |
| 61 | TALLAHASSEE-THOMASVILLE | 30,600 | .39 |
| 62 | ROCHESTER, NY | 30,400 | .39 |
| 63 | BEAUMONT-PORT ARTHUR | 28,300 | .36 |
| 64 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 27,600 | .35 |
| 65 | AUSTIN, TX | 26,300 | .34 |
| 66 | PHOENIX | 25,700 | .33 |
| 67 | LAS VEGAS | 25,000 | .32 |
| 68 | TOLEDO | 24,600 | .32 |
| 69 | WACO-TEMPLE-BRYAN | 24,400 | .31 |
| 70 | ROANOKE-LYNCHBURG | 23,100 | .30 |
| 71 | HUNTSVILLE-DECATUR-FLORENCE | 21,600 | .28 |
| 72 | CHATTANOOGA | 21,100 | .27 |
| 73 | TULSA | 21,000 | .27 |
| 74 | HARRISBURG-YORK-LANCASTER-LEBANON | 20,400 | .26 |
| 75 | TYLER-LONGVIEW-JACKSONVILLE | 19,800 | .25 |
| 76 | MONROE-EL DORADO | 19,600 | .25 |
| 77 | YOUNGSTOWN | 19,800 | .25 |
| 78 | OMAHA | 18,200 | .23 |
| 79 | SPRINGFIELD-DECATUR-CHAMPAIGN | 17,900 | .23 |
| 80 | BILOXI-GULFPORT-PASCAGOULA | 17,800 | .23 |
| 81 | ALBANY, GA | 16,100 | .21 |
| 82 | LEXINGTON | 14,800 | .19 |
| 83 | PORTLAND, OR | 14,700 | .19 |
| 84 | ALBANY-SCHENECTADY-TROY | 14,300 | .18 |
| 85 | LANSING | 13,700 | .18 |
| 86 | KNOXVILLE | 13,600 | .17 |
| 86 | WICHITA-HUTCHINSON | 13,600 | .17 |
| 88 | SYRACUSE | 13,400 | .17 |
| 89 | PROVIDENCE-NEW BEDFORD | 13,300 | .17 |
| 90 | SPRINGFIELD, MA | 11,800 | .15 |
| 91 | WILMINGTON | 11,700 | .15 |
| 92 | LAFAYETTE, LA | 11,400 | .15 |
| 93 | COLORADO SPRINGS-PUEBLO | 10,700 | .14 |
| 93 | FRESNO-VISALIA | 10,700 | .14 |
| 95 | SOUTH BEND-ELKHART | 10,600 | .14 |
| 96 | FT. WAYNE | 10,300 | .13 |
| 97 | PEORIA-BLOOMINGTON | 10,100 | .13 |
| 98 | WICHITA FALLS-LAWTON | 9,500 | .12 |
| 99 | ROCKFORD | 8,800 | .11 |
| 100 | BAKERSFIELD | 8,100 | .10 |
| 101 | CHARLESTON-HUNTINGTON | 7,900 | .10 |
| 102 | TUCSON | 7,500 | .10 |
| 103 | EL PASO | 7,000 | .09 |
| 104 | SALINAS-MONTEREY | 6,700 | .09 |
| 105 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 6,400 | .08 |
| 106 | EVANSVILLE | 6,000 | .08 |
| 107 | DES MOINES | 5,900 | .08 |
| 108 | ALBUQUERQUE | 5,500 | .07 |
| 108 | LUBBOCK | 5,500 | .07 |
| 110 | ODESSA-MIDLAND | 4,900 | .06 |
| 110 | TOPEKA | 4,900 | .06 |
| 112 | PANAMA CITY | 4,700 | .06 |
| 113 | CORPUS CHRISTI | 4,600 | .06 |
| 114 | ERIE | 4,400 | .06 |
| 115 | COLUMBIA-JEFFERSON CITY | 4,200 | .05 |
| 116 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 4,100 | .05 |
| 117 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 3,700 | .05 |
| 117 | SALT LAKE CITY | 3,700 | .05 |
| 119 | FT. SMITH | 3,400 | .04 |
| 119 | MADISON | 3,400 | .04 |
| 121 | AMARILLO | 3,300 | .04 |
| 122 | WHEELING-STEUBENVILLE | 2,900 | .04 |
| 123 | ABILENE-SWEETWATER | 2,800 | .04 |
| 124 | RENO | 2,200 | .03 |
| 125 | TERRE HAUTE | 1,900 | .02 |
| 126 | BINGHAMTON | 1,600 | .02 |
| 126 | JOHNSTOWN-ALTOONA | 1,600 | .02 |
| 126 | SPOKANE | 1,600 | .02 |
| 126 | WATERTOWN-CARTHAGE | 1,600 | .02 |
| 130 | LINCOLN-HASTINGS-KEARNEY | 1,500 | .02 |
| 131 | CHICO-REDDING | 1,300 | .02 |
| 131 | SPRINGFIELD, MO | 1,300 | .02 |
| 131 | WILKES BARRE-SCRANTON | 1,300 | .02 |
| 134 | QUINCY-HANNIBAL | 1,000 | .01 |
| 135 | BURLINGTON-PLATTSBURGH | 800 | .01 |
| 136 | JOPLIN-PITTSBURG | 700 | .01 |
| 136 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 700 | .01 |
| 138 | EUGENE | 600 | .01 |
| 138 | PORTLAND-POLAND SPRING | 600 | .01 |
| 138 | SIOUX CITY | 600 | .01 |
| 141 | BOISE | 500 | .01 |
| 142 | MCALLEN-BROWNSVILLE: LRGV | 400 | .01 |
| 143 | DULUTH-SUPERIOR | 300 | - |
| 143 | EUREKA | 300 | - |
| 143 | GREAT FALLS | 300 | - |
| 143 | IDAHO FALLS-POCATELLO | 300 | - |
| 143 | SIOUX FALLS-MITCHELL | 300 | - |
| 148 | BANGOR | 200 | - |
| 148 | BILLINGS-HARDIN | 200 | - |
| 148 | FARGO | 200 | - |
| 148 | GREEN BAY-APPLETON | 200 | - |
| 152 | GRAND JUNCTION-DURANGO | 100 | - |
| 152 | MEDFORD | 100 | - |
| 152 | MISSOULA | 100 | - |
| 155 | TRAVERSE CITY-CADILLAC | | |
| 155 | WAUSAU-RHINELANDER | | |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC TV HOUSEHOLDS

US TOTAL 5,007,900

| Metro Rank | Metro Name | TVHH | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 943,800 | 18.85 |
| 2 | NEW YORK | 822,500 | 16.42 |
| 3 | MIAMI-FT. LAUDERDALE | 339,000 | 6.77 |
| 4 | CHICAGO | 235,800 | 4.71 |
| 5 | HOUSTON | 216,300 | 4.32 |
| 6 | SAN ANTONIO | 185,200 | 3.70 |
| 7 | DALLAS-FT. WORTH | 147,500 | 2.95 |
| 8 | SAN FRANCISCO-OAKLAND-SAN JOSE | 137,400 | 2.74 |
| 9 | MCALLEN-BROWNSVILLE: LRGV | 136,500 | 2.73 |
| 10 | SAN DIEGO | 132,800 | •2.65 |
| 11 | EL PASO | 113,200 | 2.26 |
| 12 | SACRAMENTO-STOCKTON | 100,000 | 2.00 |
| 13 | PHOENIX | 95,700 | 1.91 |
| 14 | ALBUQUERQUE | 88,500 | 1.77 |
| 15 | DENVER | 71,900 | 1.44 |
| 16 | WASHINGTON, DC | 68,200 | 1.36 |
| 17 | FRESNO-VISALIA | 61,500 | 1.23 |
| 18 | BOSTON | 56,900 | 1.14 |
| 19 | TUCSON | 55,200 | 1.10 |
| 20 | CORPUS CHRISTI | 51,900 | 1.04 |
| 21 | PHILADELPHIA | 50,700 | 1.01 |
| 22 | TAMPA-ST. PETERSBURG | 50,200 | 1.00 |
| 23 | AUSTIN, TX | 50,100 | 1.00 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 41,800 | .83 |
| 25 | HARTFORD-NEW HAVEN | 38,400 | .77 |
| 26 | SALINAS-MONTEREY | 38,300 | .76 |
| 27 | BAKERSFIELD | 35,500 | .71 |
| 28 | LAS VEGAS | 26,500 | .53 |
| 29 | COLORADO SPRINGS-PUEBLO | 25,300 | .51 |
| 29 | DETROIT | 25,300 | .51 |
| 31 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 25,100 | .50 |
| 32 | SEATTLE-TACOMA | 23,500 | .47 |
| 33 | SALT LAKE CITY | 20,500 | .41 |
| 34 | ATLANTA | 19,100 | .38 |
| 35 | PROVIDENCE-NEW BEDFORD | 18,100 | .36 |
| 36 | NEW ORLEANS | 18,000 | .36 |
| 37 | ODESSA-MIDLAND | 17,900 | .36 |
| 38 | PORTLAND, OR | 16,600 | .33 |
| 39 | CLEVELAND | 15,400 | .31 |
| 39 | WACO-TEMPLE-BRYAN | 15,400 | .31 |
| 41 | SPRINGFIELD, MA | 15,300 | .31 |
| 42 | MILWAUKEE | 14,500 | .29 |
| 43 | LUBBOCK | 14,300 | .29 |
| 44 | KANSAS CITY | 13,600 | .27 |
| 45 | MINNEAPOLIS-ST. PAUL | 11,000 | .22 |
| 46 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 10,300 | .21 |
| 47 | OKLAHOMA CITY | 9,800 | .20 |
| 48 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 9,600 | .19 |
| 49 | BALTIMORE | 9,500 | .19 |
| 50 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 9,400 | .19 |
| 50 | HARRISBURG-YORK-LANCASTER-LEBANON | 9,400 | .19 |
| 50 | ROCHESTER, NY | 9,400 | .19 |
| 53 | ST. LOUIS | 8,400 | .17 |
| 54 | CHICO-REDDING | 8,200 | .16 |
| 55 | JACKSONVILLE | 8,100 | .16 |
| 56 | BUFFALO | 8,000 | .16 |
| 56 | FLINT-SAGINAW-BAY CITY | 8,000 | .16 |
| 58 | AMARILLO | 7,600 | .15 |
| 59 | RENO | 7,100 | .14 |
| 60 | ABILENE-SWEETWATER | 6,900 | .14 |
| 61 | WICHITA-HUTCHINSON | 6,600 | .13 |
| 62 | TOLEDO | 6,200 | .12 |
| 63 | LANSING | 5,400 | .11 |
| 64 | OMAHA | 5,200 | .10 |
| 65 | WICHITA FALLS-LAWTON | 5,100 | .10 |
| 66 | ALBANY-SCHENECTADY-TROY | 4,900 | .10 |
| 67 | BEAUMONT-PORT ARTHUR | 4,800 | .10 |
| 67 | TULSA | 4,800 | .10 |
| 69 | BOISE | 4,700 | .09 |
| 70 | PITTSBURGH | 4,300 | .09 |
| 71 | TYLER-LONGVIEW-JACKSONVILLE | 4,100 | .08 |
| 72 | INDIANAPOLIS | 4,000 | .08 |
| 73 | COLUMBUS, OH | 3,700 | .07 |
| 73 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,700 | .07 |
| 75 | CHARLOTTE | 3,500 | .07 |
| 76 | MOBILE-PENSACOLA | 3,400 | .07 |
| 77 | RALEIGH-DURHAM | 3,100 | .06 |
| 78 | RICHMOND | 3,000 | .06 |
| 79 | ROCKFORD | 2,800 | .06 |
| 80 | SYRACUSE | 2,700 | .05 |
| 81 | IDAHO FALLS-POCATELLO | 2,600 | .05 |
| 81 | TOPEKA | 2,600 | .05 |
| 83 | BATON ROUGE | 2,500 | .05 |
| 84 | CINCINNATI | 2,400 | .05 |
| 84 | GREENVILLE-SPARTANBURG-ASHEVILLE | 2,400 | .05 |
| 84 | YOUNGSTOWN | 2,400 | .05 |
| 87 | DAYTON | 2,300 | .05 |
| 87 | FT. WAYNE | 2,300 | .05 |
| 87 | GRAND JUNCTION-DURANGO | 2,300 | .05 |
| 87 | MEMPHIS | 2,300 | .05 |
| 87 | NASHVILLE | 2,300 | .05 |
| 87 | SOUTH BEND-ELKHART | 2,300 | .05 |
| 87 | SPOKANE | 2,300 | .05 |
| 94 | DES MOINES | 2,200 | .04 |
| 94 | GREENSBORO-WINSTON SALEM-HIGH POINT | 2,200 | .04 |
| 94 | LINCOLN-HASTINGS-KEARNEY | 2,200 | .04 |
| 97 | CHARLESTON, SC | 2,100 | .04 |
| 97 | COLUMBUS, GA | 2,100 | .04 |
| 99 | TALLAHASSEE-THOMASVILLE | 2,000 | .04 |
| 100 | EUGENE | 1,900 | .04 |
| 101 | LOUISVILLE | 1,800 | .04 |
| 101 | MADISON | 1,800 | .04 |
| 101 | SHREVEPORT-TEXARKANA | 1,800 | .04 |
| 104 | COLUMBIA, SC | 1,700 | .03 |
| 105 | AUGUSTA | 1,600 | .03 |
| 105 | MEDFORD | 1,600 | .03 |
| 105 | PEORIA-BLOOMINGTON | 1,600 | .03 |
| 105 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,600 | .03 |
| 109 | EUREKA | 1,500 | .03 |
| 109 | FT. SMITH | 1,500 | .03 |
| 111 | LITTLE ROCK | 1,400 | .03 |
| 112 | HUNTSVILLE-DECATUR-FLORENCE | 1,300 | .03 |
| 113 | BILOXI-GULFPORT-PASCAGOULA | 1,200 | .02 |
| 113 | BIRMINGHAM | 1,200 | .02 |
| 115 | SIOUX CITY | 1,100 | .02 |
| 116 | BILLINGS-HARDIN | 1,000 | .02 |
| 116 | GREENVILLE-NEW BERN-WASHINGTON | 1,000 | .02 |
| 116 | KNOXVILLE | 1,000 | .02 |
| 116 | SAVANNAH | 1,000 | .02 |
| 116 | WILKES BARRE-SCRANTON | 1,000 | .02 |
| 121 | BINGHAMTON | 900 | .02 |
| 121 | ERIE | 900 | .02 |
| 121 | LEXINGTON | 900 | .02 |
| 124 | BURLINGTON-PLATTSBURGH | 800 | .02 |
| 124 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 800 | .02 |
| 124 | CHATTANOOGA | 800 | .02 |
| 124 | LAFAYETTE, LA | 800 | .02 |
| 124 | MACON | 800 | .02 |
| 129 | GREEN BAY-APPLETON | 700 | .01 |
| 129 | MONTGOMERY-SELMA | 700 | .01 |
| 129 | PANAMA CITY | 700 | .01 |
| 129 | PORTLAND-POLAND SPRING | 700 | .01 |
| 129 | SPRINGFIELD, MO | 700 | .01 |
| 129 | WATERTOWN-CARTHAGE | 700 | .01 |
| 135 | JACKSON, MS | 600 | .01 |
| 135 | ROANOKE-LYNCHBURG | 600 | .01 |
| 137 | COLUMBIA-JEFFERSON CITY | 500 | .01 |
| 137 | FARGO | 500 | .01 |
| 137 | JOHNSTOWN-ALTOONA | 500 | .01 |
| 137 | MISSOULA | 500 | .01 |
| 137 | MONROE-EL DORADO | 500 | .01 |
| 142 | CHARLESTON-HUNTINGTON | 400 | .01 |
| 142 | EVANSVILLE | 400 | .01 |
| 142 | GREAT FALLS | 400 | .01 |
| 142 | JOPLIN-PITTSBURG | 400 | .01 |
| 142 | WILMINGTON | 400 | .01 |
| 147 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 300 | .01 |
| 147 | DULUTH-SUPERIOR | 300 | .01 |
| 147 | WHEELING-STEUBENVILLE | 300 | .01 |
| 150 | ALBANY, GA | 200 | - |
| 150 | BANGOR | 200 | - |
| 150 | SIOUX FALLS-MITCHELL | 200 | - |
| 150 | TERRE HAUTE | 200 | - |
| 154 | QUINCY-HANNIBAL | 100 | - |
| 154 | TRAVERSE CITY-CADILLAC | 100 | - |
| 154 | WAUSAU-RHINELANDER | 100 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL PERSONS 2+

US TOTAL 183,500,500

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 15,058,300 | 9.21 |
| 2 | LOS ANGELES | 10,925,000 | 6.68 |
| 3 | CHICAGO | 7,576,100 | 4.63 |
| 4 | PHILADELPHIA | 4,718,900 | 2.89 |
| 5 | DETROIT | 4,092,000 | 2.50 |
| 6 | DALLAS-FT. WORTH | 3,947,600 | 2.41 |
| 7 | WASHINGTON, DC | 3,919,300 | 2.40 |
| 8 | BOSTON | 3,646,700 | 2.23 |
| 9 | HOUSTON | 3,615,500 | 2.21 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 3,455,400 | 2.11 |
| 11 | ATLANTA | 2,887,200 | 1.77 |
| 12 | SEATTLE-TACOMA | 2,490,200 | 1.52 |
| 13 | SAN DIEGO | 2,481,400 | 1.52 |
| 14 | MINNEAPOLIS-ST. PAUL | 2,440,200 | 1.49 |
| 15 | ST. LOUIS | 2,369,600 | 1.45 |
| 16 | BALTIMORE | 2,311,900 | 1.41 |
| 17 | SACRAMENTO-STOCKTON | 2,262,400 | 1.38 |
| 18 | PHOENIX | 2,111,800 | 1.29 |
| 19 | TAMPA-ST. PETERSBURG | 2,082,300 | 1.27 |
| 20 | CLEVELAND | 2,011,000 | 1.23 |
| 21 | PITTSBURGH | 1,998,900 | 1.22 |
| 22 | MIAMI-FT. LAUDERDALE | 1,918,000 | 1.17 |
| 23 | ORLANDO-DAYTONA BEACH-MELBOURNE | 1,877,500 | 1.15 |
| 24 | DENVER | 1,796,100 | 1.10 |
| 25 | HARTFORD-NEW HAVEN | 1,602,000 | .98 |
| 26 | PORTLAND, OR | 1,577,400 | .96 |
| 27 | KANSAS CITY | 1,542,700 | .94 |
| 28 | CINCINNATI | 1,403,200 | .86 |
| 28 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 1,403,200 | .86 |
| 30 | HARRISBURG-YORK-LANCASTER-LEBANON | 1,385,600 | .85 |
| 31 | MILWAUKEE | 1,383,500 | .85 |
| 32 | PROVIDENCE-NEW BEDFORD | 1,383,200 | .85 |
| 33 | COLUMBUS, OH | 1,349,000 | .83 |
| 34 | INDIANAPOLIS | 1,321,200 | .81 |
| 35 | SALT LAKE CITY | 1,318,200 | .81 |
| 36 | SAN ANTONIO | 1,290,500 | .79 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 1,225,900 | .75 |
| 38 | NEW ORLEANS | 1,187,200 | .73 |
| 39 | CHARLOTTE | 1,160,300 | .71 |
| 40 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 1,152,200 | .70 |
| 41 | BUFFALO | 1,137,900 | .70 |
| 42 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,045,500 | .64 |
| 43 | NASHVILLE | 979,200 | .60 |
| 44 | MEMPHIS | 961,800 | .59 |
| 45 | DAYTON | 961,200 | .59 |
| 46 | JACKSONVILLE | 931,800 | .57 |
| 47 | OKLAHOMA CITY | 930,500 | .57 |
| 48 | GREENSBORO-WINSTON SALEM-HIGH POINT | 927,000 | .57 |
| 49 | ROCHESTER, NY | 923,900 | .57 |
| 50 | LOUISVILLE | 923,000 | .56 |
| 51 | BIRMINGHAM | 884,700 | .54 |
| 52 | FLINT-SAGINAW-BAY CITY | 860,900 | .53 |
| 53 | RICHMOND | 856,500 | .52 |
| 54 | ALBANY-SCHENECTADY-TROY | 849,900 | .52 |
| 55 | MOBILE-PENSACOLA | 806,300 | .49 |
| 56 | AUSTIN, TX | 782,600 | .48 |
| 57 | LAS VEGAS | 763,400 | .47 |
| 58 | RALEIGH-DURHAM | 737,600 | .46 |
| 59 | TULSA | 720,700 | .44 |
| 60 | TUCSON | 686,900 | .42 |
| 61 | ALBUQUERQUE | 685,100 | .42 |
| 62 | FRESNO-VISALIA | 650,100 | .40 |
| 63 | MCALLEN-BROWNSVILLE: LRGV | 637,400 | .39 |
| 64 | SYRACUSE | 635,600 | .39 |
| 65 | TOLEDO | 630,600 | .39 |
| 66 | WILKES BARRE-SCRANTON | 613,800 | .38 |
| 67 | OMAHA | 599,500 | .37 |
| 68 | KNOXVILLE | 594,300 | .36 |
| 69 | EL PASO | 588,600 | .36 |
| 70 | SPRINGFIELD, MA | 584,200 | .36 |
| 71 | LITTLE ROCK | 582,600 | .36 |
| 72 | SALINAS-MONTEREY | 566,100 | .35 |
| 73 | LANSING | 565,100 | .35 |
| 74 | SPRINGFIELD-DECATUR-CHAMPAIGN | 541,400 | .33 |
| 75 | CHARLESTON-HUNTINGTON | 538,800 | .33 |
| 76 | WICHITA-HUTCHINSON | 533,900 | .33 |
| 77 | COLORADO SPRINGS-PUEBLO | 512,500 | .31 |
| 78 | BATON ROUGE | 508,100 | .31 |
| 79 | CHARLESTON, SC | 501,200 | .31 |
| 80 | SHREVEPORT-TEXARKANA | 489,200 | .30 |
| 81 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 480,500 | .29 |
| 82 | YOUNGSTOWN | 469,400 | .29 |
| 83 | BAKERSFIELD | 460,700 | .28 |
| 84 | DES MOINES | 456,600 | .28 |
| 85 | PEORIA-BLOOMINGTON | 448,100 | .27 |
| 86 | COLUMBIA, SC | 445,200 | .27 |
| 87 | FT. WAYNE | 442,300 | .27 |
| 88 | WACO-TEMPLE-BRYAN | 433,400 | .27 |
| 89 | SOUTH BEND-ELKHART | 429,500 | .26 |
| 90 | CHATTANOOGA | 424,800 | .26 |
| 90 | ROANOKE-LYNCHBURG | 424,800 | .26 |
| 92 | FT. SMITH | 423,500 | .26 |
| 93 | SPOKANE | 410,200 | .25 |
| 94 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 407,200 | .25 |
| 95 | LEXINGTON | 400,300 | .24 |
| 96 | CHICO-REDDING | 395,500 | .24 |
| 97 | HUNTSVILLE-DECATUR-FLORENCE | 390,700 | .24 |
| 98 | AUGUSTA | 389,000 | .24 |
| 99 | JACKSON, MS | 385,800 | .24 |
| 100 | MADISON | 356,800 | .22 |
| 101 | JOHNSTOWN-ALTOONA | 354,400 | .22 |
| 102 | BEAUMONT-PORT ARTHUR | 345,100 | .21 |
| 103 | PORTLAND-POLAND SPRING | 339,400 | .21 |
| 104 | CORPUS CHRISTI | 336,400 | .21 |
| 105 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 334,400 | .20 |
| 106 | MONTGOMERY-SELMA | 332,200 | .20 |
| 107 | GREEN BAY-APPLETON | 328,800 | .20 |
| 108 | LINCOLN-HASTINGS-KEARNEY | 321,500 | .20 |
| 109 | ROCKFORD | 318,900 | .20 |
| 110 | GREENVILLE-NEW BERN-WASHINGTON | 307,700 | .19 |
| 111 | TALLAHASSEE-THOMASVILLE | 304,900 | .19 |
| 112 | EVANSVILLE | 298,800 | .18 |
| 113 | BURLINGTON-PLATTSBURGH | 293,100 | .18 |
| 114 | TYLER-LONGVIEW-JACKSONVILLE | 289,600 | .18 |
| 115 | MACON | 286,300 | .18 |
| 116 | BOISE | 286,100 | .17 |
| 117 | BILOXI-GULFPORT-PASCAGOULA | 270,900 | .17 |
| 118 | EUGENE | 268,400 | .16 |
| 119 | SAVANNAH | 268,100 | .16 |
| 120 | ERIE | 262,900 | .16 |
| 121 | DULUTH-SUPERIOR | 257,600 | .16 |
| 122 | WHEELING-STEUBENVILLE | 254,400 | .16 |
| 123 | BINGHAMTON | 253,700 | .16 |
| 124 | RENO | 251,800 | .15 |
| 125 | WICHITA FALLS-LAWTON | 242,100 | .15 |
| 126 | SPRINGFIELD, MO | 237,500 | .15 |
| 127 | COLUMBUS, GA | 236,500 | .14 |
| 128 | ODESSA-MIDLAND | 229,100 | .14 |
| 129 | LUBBOCK | 217,200 | .13 |
| 130 | MONROE-EL DORADO | 201,400 | .12 |
| 131 | AMARILLO | 182,300 | .11 |
| 132 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 176,800 | .11 |
| 133 | TOPEKA | 171,800 | .11 |
| 134 | COLUMBIA-JEFFERSON CITY | 171,300 | .10 |
| 134 | WILMINGTON | 171,300 | .10 |
| 136 | WAUSAU-RHINELANDER | 169,800 | .10 |
| 137 | IDAHO FALLS-POCATELLO | 169,400 | .10 |
| 138 | JOPLIN-PITTSBURG | 166,000 | .10 |
| 139 | FARGO | 162,900 | .10 |
| 140 | TERRE HAUTE | 159,300 | .10 |
| 141 | ABILENE-SWEETWATER | 158,500 | .10 |
| 142 | LAFAYETTE, LA | 156,400 | .10 |
| 143 | SIOUX FALLS-MITCHELL | 147,600 | .09 |
| 144 | BANGOR | 141,800 | .09 |
| 145 | MEDFORD | 141,300 | .09 |
| 146 | PANAMA CITY | 127,400 | .08 |
| 147 | MISSOULA | 119,400 | .07 |
| 148 | EUREKA | 113,400 | .07 |
| 149 | WATERTOWN-CARTHAGE | 111,800 | .07 |
| 150 | SIOUX CITY | 111,300 | .07 |
| 151 | BILLINGS-HARDIN | 107,900 | .07 |
| 152 | ALBANY, GA | 107,700 | .07 |
| 153 | QUINCY-HANNIBAL | 90,100 | .06 |
| 154 | GRAND JUNCTION-DURANGO | 90,000 | .06 |
| 155 | TRAVERSE CITY-CADILLAC | 89,400 | .05 |
| 156 | GREAT FALLS | 74,100 | .05 |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK PERSONS 2+** US TOTAL 22,007,600

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 2,765,300 | 12.57 |
| 2 | CHICAGO | 1,450,300 | 6.59 |
| 3 | WASHINGTON, DC | 1,018,100 | 4.63 |
| 4 | LOS ANGELES | 929,100 | 4.22 |
| 5 | DETROIT | 902,500 | 4.10 |
| 6 | PHILADELPHIA | 887,100 | 4.03 |
| 7 | ATLANTA | 747,800 | 3.40 |
| 8 | HOUSTON | 630,700 | 2.87 |
| 9 | BALTIMORE | 596,200 | 2.71 |
| 10 | DALLAS-FT. WORTH | 542,200 | 2.46 |
| 11 | NEW ORLEANS | 410,600 | 1.87 |
| 12 | ST. LOUIS | 405,400 | 1.84 |
| 13 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 394,000 | 1.79 |
| 14 | SAN FRANCISCO-OAKLAND-SAN JOSE | 392,600 | 1.78 |
| 15 | MEMPHIS | 386,300 | 1.76 |
| 16 | MIAMI-FT.LAUDERDALE | 369,100 | 1.68 |
| 17 | CLEVELAND | 357,200 | 1.62 |
| 18 | RICHMOND | 248,000 | 1.13 |
| 19 | BIRMINGHAM | 238,100 | 1.08 |
| 20 | CHARLOTTE | 229,100 | 1.04 |
| 21 | BOSTON | 209,500 | .95 |
| 22 | ORLANDO-DAYTONA BEACH-MELBOURNE | 194,000 | .88 |
| 23 | KANSAS CITY | 193,800 | .88 |
| 24 | MILWAUKEE | 190,300 | .86 |
| 25 | RALEIGH-DURHAM | 182,200 | .83 |
| 26 | CINCINNATI | 181,400 | .82 |
| 27 | JACKSONVILLE | 180,500 | .82 |
| 28 | MOBILE-PENSACOLA | 179,500 | .82 |
| 28 | TAMPA-ST.PETERSBURG | 179,500 | .82 |
| 30 | GREENSBORO-WINSTON SALEM-HIGH POINT | 178,300 | .81 |
| 31 | INDIANAPOLIS | 167,600 | .76 |
| 32 | PITTSBURGH | 164,300 | .75 |
| 33 | JACKSON, MS | 162,900 | .74 |
| 34 | COLUMBUS, OH | 160,100 | .73 |
| 35 | HARTFORD-NEW HAVEN | 159,200 | .72 |
| 36 | SHREVEPORT-TEXARKANA | 151,600 | .69 |
| 37 | BATON ROUGE | 151,000 | .69 |
| 38 | CHARLESTON, SC | 150,500 | .68 |
| 39 | GREENVILLE-SPARTANBURG-ASHEVILLE | 149,300 | .68 |
| 39 | SAN DIEGO | 149,300 | .68 |
| 41 | NASHVILLE | 148,700 | .68 |
| 42 | LITTLE ROCK | 134,600 | .61 |
| 43 | COLUMBIA, SC | 134,500 | .61 |
| 44 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 134,000 | .61 |
| 45 | SACRAMENTO-STOCKTON | 129,900 | .59 |
| 46 | MONTGOMERY-SELMA | 129,000 | .59 |
| 47 | DAYTON | 122,400 | .56 |
| 48 | AUGUSTA | 120,000 | .55 |
| 49 | LOUISVILLE | 119,700 | .54 |
| 50 | SEATTLE-TACOMA | 117,900 | .54 |
| 51 | FLINT-SAGINAW-BAY CITY | 117,500 | .53 |
| 52 | BUFFALO | 116,400 | .53 |
| 53 | MACON | 99,700 | .45 |
| 54 | GREENVILLE-NEW BERN-WASHINGTON | 99,300 | .45 |
| 55 | OKLAHOMA CITY | 98,200 | .45 |
| 56 | SAVANNAH | 93,900 | .43 |
| 57 | DENVER | 92,800 | .42 |
| 58 | TALLAHASSEE-THOMASVILLE | 91,200 | .41 |
| 59 | MINNEAPOLIS-ST. PAUL | 89,600 | .41 |
| 60 | COLUMBUS, GA | 89,100 | .40 |
| 61 | ROCHESTER, NY | 86,200 | .39 |
| 62 | SAN ANTONIO | 84,700 | .38 |
| 63 | BEAUMONT-PORT ARTHUR | 80,700 | .37 |
| 64 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 78,900 | .36 |
| 65 | WACO-TEMPLE-BRYAN | 75,900 | .34 |
| 66 | PHOENIX | 70,600 | .32 |
| 67 | AUSTIN, TX | 69,800 | .32 |
| 67 | LAS VEGAS | 69,800 | .32 |
| 69 | TOLEDO | 66,800 | .30 |
| 70 | HUNTSVILLE-DECATUR-FLORENCE | 64,300 | .29 |
| 71 | ROANOKE-LYNCHBURG | 63,200 | [illegible] |
| 72 | MONROE-EL DORADO | 61,100 | .28 |
| 73 | HARRISBURG-YORK-LANCASTER-LEBANON | 58,300 | .26 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 56,500 | .26 |
| 75 | TULSA | 56,100 | .25 |
| 76 | CHATTANOOGA | 55,700 | .25 |
| 77 | BILOXI-GULFPORT-PASCAGOULA | 53,500 | .24 |
| 78 | YOUNGSTOWN | 52,000 | .24 |
| 79 | SPRINGFIELD-DECATUR-CHAMPAIGN | 51,100 | .23 |
| 80 | ALBANY, GA | 49,700 | .23 |
| 81 | OMAHA | 49,600 | .23 |
| 82 | LANSING | 42,200 | .19 |
| 83 | PORTLAND, OR | 41,500 | .19 |
| 84 | ALBANY-SCHENECTADY-TROY | 39,900 | .18 |
| 85 | LEXINGTON | 38,900 | .18 |
| 86 | PROVIDENCE-NEW BEDFORD | 38,000 | .17 |
| 87 | SYRACUSE | 37,500 | .17 |
| 88 | WICHITA-HUTCHINSON | 37,000 | .17 |
| 89 | LAFAYETTE, LA | 35,400 | .16 |
| 90 | KNOXVILLE | 34,900 | .16 |
| 91 | SPRINGFIELD, MA | 34,400 | .16 |
| 92 | WILMINGTON | 32,200 | .15 |
| 93 | FRESNO-VISALIA | 30,900 | .14 |
| 94 | SOUTH BEND-ELKHART | 30,300 | .14 |
| 95 | COLORADO SPRINGS-PUEBLO | 29,800 | .14 |
| 95 | PEORIA-BLOOMINGTON | 29,800 | .14 |
| 97 | FT. WAYNE | 29,500 | .13 |
| 97 | WICHITA FALLS-LAWTON | 29,500 | .13 |
| 99 | BAKERSFIELD | 25,300 | .11 |
| 100 | ROCKFORD | 25,200 | .11 |
| 101 | SALINAS-MONTEREY | 23,700 | .11 |
| 102 | EL PASO | 20,400 | .09 |
| 103 | CHARLESTON-HUNTINGTON | 19,800 | .09 |
| 103 | TUCSON | 19,800 | .09 |
| 105 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 18,100 | .08 |
| 106 | LUBBOCK | 16,200 | .07 |
| 107 | EVANSVILLE | 15,800 | .07 |
| 108 | DES MOINES | 15,600 | .07 |
| 109 | ALBUQUERQUE | 14,200 | .06 |
| 110 | ERIE | 13,500 | .06 |
| 111 | ODESSA-MIDLAND | 13,400 | .06 |
| 112 | PANAMA CITY | 13,200 | .06 |
| 113 | COLUMBIA-JEFFERSON CITY | 12,800 | .06 |
| 113 | TOPEKA | 12,800 | .06 |
| 115 | CORPUS CHRISTI | 12,300 | .06 |
| 116 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 11,500 | .05 |
| 117 | MADISON | 10,500 | .05 |
| 118 | SALT LAKE CITY | 10,100 | .05 |
| 119 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 9,900 | .04 |
| 120 | FT. SMITH | 9,600 | .04 |
| 121 | AMARILLO | 9,200 | .04 |
| 122 | ABILENE-SWEETWATER | 8,300 | .04 |
| 123 | WHEELING-STEUBENVILLE | 7,500 | .03 |
| 124 | WATERTOWN-CARTHAGE | 6,900 | .03 |
| 125 | WILKES BARRE-SCRANTON | 5,900 | .03 |
| 126 | TERRE HAUTE | 5,700 | .03 |
| 127 | RENO | 5,500 | .02 |
| 128 | BURLINGTON-PLATTSBURGH | 5,300 | .02 |
| 129 | LINCOLN-HASTINGS-KEARNEY | 5,100 | .02 |
| 130 | SPOKANE | 5,000 | .02 |
| 131 | JOHNSTOWN-ALTOONA | 4,800 | .02 |
| 132 | BINGHAMTON | 4,400 | .02 |
| 133 | CHICO-REDDING | 3,900 | .02 |
| 134 | SPRINGFIELD, MO | 3,600 | .02 |
| 135 | QUINCY-HANNIBAL | 2,800 | .01 |
| 136 | EUGENE | 2,000 | .01 |
| 137 | JOPLIN-PITTSBURG | 1,900 | .01 |
| 137 | PORTLAND-POLAND SPRING | 1,900 | .01 |
| 137 | SIOUX CITY | 1,900 | .01 |
| 140 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 1,700 | .01 |
| 141 | DULUTH-SUPERIOR | 1,300 | .01 |
| 142 | BOISE | 1,200 | .01 |
| 142 | GREEN BAY-APPLETON | 1,200 | .01 |
| 142 | MCALLEN-BROWNSVILLE: LRGV | 1,200 | .01 |
| 145 | EUREKA | 1,000 | - |
| 145 | GREAT FALLS | 1,000 | - |
| 147 | SIOUX FALLS-MITCHELL | 800 | - |
| 148 | IDAHO FALLS-POCATELLO | 700 | - |
| 149 | BANGOR | 600 | - |
| 150 | BILLINGS-HARDIN | 500 | - |
| 150 | FARGO | 500 | - |
| 152 | GRAND JUNCTION-DURANGO | 400 | - |
| 153 | MEDFORD | 300 | - |
| 153 | WAUSAU-RHINELANDER | 300 | - |
| 155 | MISSOULA | 200 | - |
| 155 | TRAVERSE CITY-CADILLAC | 200 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC PERSONS 2+

US TOTAL 17,671,700

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 3,885,700 | 21.99 |
| 2 | NEW YORK | 2,625,700 | 14.86 |
| 3 | MIAMI-FT. LAUDERDALE | 986,400 | 5.58 |
| 4 | CHICAGO | 880,500 | 4.98 |
| 5 | HOUSTON | 776,100 | 4.39 |
| 6 | SAN ANTONIO | 615,500 | 3.48 |
| 7 | DALLAS-FT. WORTH | 537,800 | 3.04 |
| 8 | MCALLEN-BROWNSVILLE: LRGV | 537,000 | 3.04 |
| 9 | SAN DIEGO | 516,200 | 2.92 |
| 10 | SA[illegible] FRANCISCO-OAKLAND-SAN JOSE | 475,000 | 2.69 |
| 11 | EL PASO | 414,300 | 2.34 |
| 12 | SACRAMENTO-STOCKTON | 361,000 | 2.04 |
| 13 | PHOENIX | 343,700 | 1.94 |
| 14 | ALBUQUERQUE | 265,000 | 1.50 |
| 15 | WASHINGTON, DC | 238,200 | 1.35 |
| 16 | FRESNO-VISALIA | 232,700 | 1.32 |
| 17 | DENVER | 221,600 | 1.25 |
| 18 | BOSTON | 191,600 | 1.08 |
| 19 | TUCSON | 184,900 | 1.05 |
| 20 | CORPUS CHRISTI | 176,300 | 1.00 |
| 21 | PHILADELPHIA | 175,500 | .99 |
| 22 | SALINAS-MONTEREY | 164,100 | .93 |
| 23 | AUSTIN, TX | 160,900 | .91 |
| 24 | TAMPA-ST. PETERSBURG | 145,300 | .82 |
| 25 | BAKERSFIELD | 142,400 | .81 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 134,000 | .76 |
| 27 | HARTFORD-NEW HAVEN | 124,600 | .71 |
| 28 | LAS VEGAS | 86,900 | .49 |
| 29 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 83,000 | .47 |
| 30 | DETROIT | 81,600 | .46 |
| 31 | COLORADO SPRINGS-PUEBLO | 77,400 | .44 |
| 32 | SEATTLE-TACOMA | 75,500 | .43 |
| 33 | SALT LAKE CITY | 72,500 | .41 |
| 34 | PORTLAND, OR | 65,500 | .37 |
| 35 | ODESSA-MIDLAND | 64,000 | .36 |
| 36 | ATLANTA | 61,000 | .35 |
| 37 | PROVIDENCE-NEW BEDFORD | 59,400 | .34 |
| 38 | WACO-TEMPLE-BRYAN | 54,800 | .31 |
| 39 | NEW ORLEANS | 52,000 | .29 |
| 40 | MILWAUKEE | 51,200 | .29 |
| 41 | SPRINGFIELD, MA | 51,100 | .29 |
| 42 | LUBBOCK | 50,400 | .29 |
| 43 | CLEVELAND | 48,700 | .28 |
| 44 | KANSAS CITY | 45,500 | .26 |
| 45 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 43,600 | .25 |
| 46 | MINNEAPOLIS-ST. PAUL | 38,000 | .22 |
| 47 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 35,000 | .20 |
| 48 | OKLAHOMA CITY | 34,500 | .20 |
| 49 | HARRISBURG-YORK-LANCASTER-LEBANON | 33,000 | .19 |
| 50 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 32,900 | .19 |
| 51 | ROCHESTER, NY | 30,400 | .17 |
| 52 | BALTIMORE | 30,300 | .17 |
| 53 | CHICO-REDDING | 30,100 | .17 |
| 54 | FLINT-SAGINAW-BAY CITY | 26,700 | .15 |
| 55 | ST. LOUIS | 25,800 | .15 |
| 56 | AMARILLO | 25,300 | .14 |
| 57 | BUFFALO | 24,500 | .14 |
| 58 | ABILENE-SWEETWATER | 24,400 | .14 |
| 59 | RENO | 24,000 | .14 |
| 60 | JACKSONVILLE | 23,700 | .13 |
| 61 | WICHITA-HUTCHINSON | 22,300 | .13 |
| 62 | TOLEDO | 21,400 | .12 |
| 63 | LANSING | 18,900 | .11 |
| 64 | WICHITA FALLS-LAWTON | 17,6[illegible] | .10 |
| 65 | BOISE | 17,10[illegible] | .10 |
| 66 | ALBANY-SCHENECTADY-TROY | 16,500 | .09 |
| 67 | OMAHA | 16,400 | .09 |
| 68 | TYLER-LONGVIEW-JACKSONVILLE | 15,700 | .09 |
| 69 | TULSA | 15,100 | .09 |
| 70 | BEAUMONT-PORT ARTHUR | 14,900 | .08 |
| 71 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 12,700 | .07 |
| 72 | INDIANAPOLIS | 12,400 | .07 |
| 73 | PITTSBURGH | 12,200 | .07 |
| 74 | COLUMBUS, OH | 11,300 | .06 |
| 75 | CHARLOTTE | 11,100 | .06 |
| 76 | MOBILE-PENSACOLA | 10,300 | .06 |
| 77 | ROCKFORD | 10,000 | .06 |
| 78 | RALEIGH-DURHAM | 9,500 | .05 |
| 79 | RICHMOND | 9,400 | .05 |
| 80 | IDAHO FALLS-POCATELLO | 9,300 | .05 |
| 81 | SOUTH BEND-ELKHART | 9,000 | .05 |
| 81 | SYRACUSE | 9,000 | .05 |
| 83 | SPOKANE | 8,100 | .05 |
| 84 | TOPEKA | 7,900 | .04 |
| 85 | NASHVILLE | 7,800 | .04 |
| 86 | MEMPHIS | 7,700 | .04 |
| 87 | CINCINNATI | 7,500 | .04 |
| 87 | COLUMBUS, GA | 7,500 | .04 |
| 87 | DES MOINES | 7,500 | .04 |
| 87 | GRAND JUNCTION-DURANGO | 7,500 | .04 |
| 87 | GREENVILLE-SPARTANBURG-ASHEVILLE | 7,500 | .04 |
| 92 | CHARLESTON, SC | 7,400 | .04 |
| 93 | DAYTON | 7,300 | .04 |
| 93 | FT. WAYNE | 7,300 | .04 |
| 93 | LINCOLN-HASTINGS-KEARNEY | 7,300 | .04 |
| 96 | YOUNGSTOWN | 7,200 | .04 |
| 97 | BATON ROUGE | 7,100 | .04 |
| 97 | GREENSBORO-WINSTON SALEM-HIGH POINT | 7,100 | .04 |
| 99 | EUGENE | 6,700 | .04 |
| 99 | TALLAHASSEE-THOMASVILLE | 6,700 | .04 |
| 101 | SPRINGFIELD-DECATUR-CHAMPAIGN | 6,600 | .04 |
| 102 | SHREVEPORT-TEXARKANA | 6,200 | .04 |
| 103 | COLUMBIA, SC | 5,900 | .03 |
| 103 | MEDFORD | 5,900 | .03 |
| 105 | MADISON | 5,800 | .03 |
| 106 | FT. SMITH | 5,500 | .03 |
| 106 | LOUISVILLE | 5,500 | .03 |
| 108 | AUGUSTA | 5,300 | .03 |
| 108 | PEORIA-BLOOMINGTON | 5,300 | .03 |
| 110 | EUREKA | 5,000 | .03 |
| 111 | LITTLE ROCK | 4,600 | .03 |
| 112 | BURLINGTON-PLATTSBURGH | 4,300 | .02 |
| 113 | HUNTSVILLE-DECATUR-FLORENCE | 3,900 | .02 |
| 114 | BILOXI-GULFPORT-PASCAGOULA | 3,800 | .02 |
| 114 | SIOUX CITY | 3,800 | .02 |
| 116 | WILKES BARRE-SCRANTON | 3,700 | .02 |
| 117 | GREENVILLE-NEW BERN-WASHINGTON | 3,600 | .02 |
| 118 | BIRMINGHAM | 3,500 | .02 |
| 118 | WATERTOWN-CARTHAGE | 3,500 | .02 |
| 120 | ERIE | 3,400 | .02 |
| 121 | LEXINGTON | 3,300 | .02 |
| 122 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 3,100 | .02 |
| 122 | KNOXVILLE | 3,100 | .02 |
| 122 | SAVANNAH | 3,100 | .02 |
| 125 | BILLINGS-HARDIN | 3,000 | .02 |
| 126 | BINGHAMTON | 2,900 | .02 |
| 127 | MACON | 2,800 | .02 |
| 128 | ROANOKE-LYNCHBURG | 2,500 | .01 |
| 129 | GREEN BAY-APPLETON | 2,400 | .01 |
| 129 | LAFAYETTE, LA | 2,400 | .01 |
| 131 | CHATTANOOGA | 2,300 | .01 |
| 131 | PANAMA CITY | 2,300 | .01 |
| 131 | PORTLAND-POLAND SPRING | 2,300 | .01 |
| 134 | CHARLESTON-HUNTINGTON | 2,100 | .01 |
| 134 | MONTGOMERY-SELMA | 2,100 | .01 |
| 136 | SPRINGFIELD, MO | 2,000 | .01 |
| 137 | FARGO | 1,900 | .01 |
| 138 | JACKSON, MS | 1,800 | .01 |
| 138 | MISSOULA | 1,800 | .01 |
| 140 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 1,700 | .01 |
| 140 | COLUMBIA-JEFFERSON CITY | 1,700 | .01 |
| 142 | JOHNSTOWN-ALTOONA | 1,600 | .01 |
| 143 | EVANSVILLE | 1,500 | .01 |
| 143 | JOPLIN-PITTSBURG | 1,500 | .01 |
| 143 | MONROE-EL DORADO | 1,500 | .01 |
| 146 | DULUTH-SUPERIOR | 1,300 | .01 |
| 146 | GREAT FALLS | 1,300 | .01 |
| 148 | TERRE HAUTE | 1,200 | .01 |
| 148 | WILMINGTON | 1,200 | .01 |
| 150 | WHEELING-STEUBENVILLE | 1,000 | .01 |
| 151 | ALBANY, GA | 900 | .01 |
| 152 | BANGOR | 800 | - |
| 153 | SIOUX FALLS-MITCHELL | 700 | - |
| 153 | TRAVERSE CITY-CADILLAC | 700 | - |
| 155 | WAUSAU-RHINELANDER | 600 | - |
| 156 | QUINCY-HANNIBAL | 300 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL PERSONS 18+

US TOTAL 125,769,800

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 11,934,600 | 9.49 |
| 2 | LOS ANGELES | 8,371,300 | 6.66 |
| 3 | CHICAGO | 5,773,400 | 4.59 |
| 4 | PHILADELPHIA | 3,671,200 | 2.92 |
| 5 | DETROIT | 3,122,300 | 2.48 |
| 6 | WASHINGTON, DC | 3,085,100 | 2.45 |
| 7 | DALLAS-FT. WORTH | 2,968,800 | 2.36 |
| 8 | BOSTON | 2,932,200 | 2.33 |
| 9 | SAN FRANCISCO-OAKLAND-SAN JOSE | 2,774,300 | 2.21 |
| 10 | HOUSTON | 2,659,200 | 2.11 |
| 11 | ATLANTA | 2,207,100 | 1.75 |
| 12 | SEATTLE-TACOMA | 1,934,800 | 1.54 |
| 13 | SAN DIEGO | 1,934,600 | 1.54 |
| 14 | MINNEAPOLIS-ST. PAUL | 1,858,000 | 1.48 |
| 15 | BALTIMORE | 1,807,200 | 1.44 |
| 16 | ST. LOUIS | 1,799,800 | 1.43 |
| 17 | TAMPA-ST. PETERSBURG | 1,697,300 | 1.35 |
| 18 | SACRAMENTO-STOCKTON | 1,692,400 | 1.35 |
| 19 | PHOENIX | 1,609,400 | 1.28 |
| 20 | PITTSBURGH | 1,603,800 | 1.28 |
| 21 | CLEVELAND | 1,553,100 | 1.23 |
| 22 | MIAMI-FT. LAUDERDALE | 1,496,700 | 1.19 |
| 23 | ORLANDO-DAYTONA BEACH-MELBOURNE | 1,486,700 | 1.18 |
| 24 | DENVER | 1,377,200 | 1.10 |
| 25 | HARTFORD-NEW HAVEN | 1,274,300 | 1.01 |
| 26 | PORTLAND, OR | 1,207,900 | .96 |
| 27 | KANSAS CITY | 1,171,000 | .93 |
| 28 | PROVIDENCE-NEW BEDFORD | 1,090,700 | .87 |
| 29 | HARRISBURG-YORK-LANCASTER-LEBANON | 1,074,800 | .85 |
| 30 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 1,066,700 | .85 |
| 31 | CINCINNATI | 1,059,500 | .84 |
| 32 | MILWAUKEE | 1,051,800 | .84 |
| 33 | COLUMBUS, OH | 1,040,100 | .83 |
| 34 | INDIANAPOLIS | 1,010,800 | .80 |
| 35 | SAN ANTONIO | 945,900 | .75 |
| 36 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 945,800 | .75 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 915,000 | .73 |
| 38 | CHARLOTTE | 898,800 | .71 |
| 39 | BUFFALO | 893,400 | .71 |
| 40 | NEW ORLEANS | 881,000 | .70 |
| 41 | SALT LAKE CITY | 876,600 | .70 |
| 42 | GREENVILLE-SPARTANBURG-ASHEVILLE | 817,900 | .65 |
| 43 | NASHVILLE | 754,000 | .60 |
| 44 | DAYTON | 737,300 | .59 |
| 45 | GREENSBORO-WINSTON SALEM-HIGH POINT | 732,300 | .58 |
| 46 | MEMPHIS | 716,200 | .57 |
| 47 | ROCHESTER, NY | 715,000 | .57 |
| 48 | JACKSONVILLE | 710,800 | .57 |
| 49 | LOUISVILLE | 708,800 | .56 |
| 50 | OKLAHOMA CITY | 702,600 | .56 |
| 51 | BIRMINGHAM | 678,400 | .54 |
| 52 | ALBANY-SCHENECTADY-TROY | 668,900 | .53 |
| 53 | RICHMOND | 666,300 | .53 |
| 54 | FLINT-SAGINAW-BAY CITY | 640,800 | .51 |
| 55 | MOBILE-PENSACOLA | 605,800 | .48 |
| 56 | AUSTIN, TX | 602,100 | .48 |
| 57 | LAS VEGAS | 594,700 | .47 |
| 58 | RALEIGH-DURHAM | 586,500 | .47 |
| 59 | TULSA | 543,200 | .43 |
| 60 | TUCSON | 528,100 | .42 |
| 61 | ALBUQUERQUE | 515,900 | .41 |
| 62 | WILKES BARRE-SCRANTON | 490,400 | .39 |
| 63 | SYRACUSE | 489,000 | .39 |
| 64 | TOLEDO | 479,200 | .38 |
| 65 | KNOXVILLE | 469,400 | .37 |
| 66 | FRESNO-VISALIA | 463,200 | .37 |
| 67 | SPRINGFIELD, MA | 458,300 | .36 |
| 68 | OMAHA | 446,900 | .36 |
| 69 | LITTLE ROCK | 438,900 | .35 |
| 70 | LANSING | 432,300 | .34 |
| 70 | SALINAS-MONTEREY | 432,300 | .34 |
| 72 | MCALLEN-BROWNSVILLE: LRGV | 421,300 | .33 |
| 73 | SPRINGFIELD-DECATUR-CHAMPAIGN | 418,900 | .33 |
| 74 | CHARLESTON-HUNTINGTON | 417,800 | .33 |
| 75 | EL PASO | 410,200 | .33 |
| 76 | WICHITA-HUTCHINSON | 399,700 | .32 |
| 77 | COLORADO SPRINGS-PUEBLO | 384,700 | .31 |
| 78 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 381,400 | .30 |
| 79 | CHARLESTON, SC | 375,200 | .30 |
| 80 | BATON ROUGE | 373,500 | .30 |
| 81 | YOUNGSTOWN | 362,000 | .29 |
| 82 | SHREVEPORT-TEXARKANA | 361,100 | .29 |
| 83 | DES MOINES | 353,800 | .28 |
| 84 | COLUMBIA, SC | 343,100 | .27 |
| 85 | PEORIA-BLOOMINGTON | 342,600 | .27 |
| 86 | ROANOKE-LYNCHBURG | 336,400 | .27 |
| 87 | CHATTANOOGA | 328,000 | .26 |
| 88 | FT. WAYNE | 327,500 | .26 |
| 89 | BAKERSFIELD | 326,400 | .26 |
| 90 | WACO-TEMPLE-BRYAN | 325,600 | .26 |
| 91 | SOUTH BEND-ELKHART | 324,400 | .26 |
| 92 | FT. SMITH | 321,600 | .26 |
| 93 | LEXINGTON | 313,200 | .25 |
| 94 | SPOKANE | 310,400 | .25 |
| 95 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 309,700 | .25 |
| 96 | CHICO-REDDING | 301,100 | .24 |
| 96 | HUNTSVILLE-DECATUR-FLORENCE | 301,100 | .24 |
| 98 | AUGUSTA | 289,000 | .23 |
| 99 | JACKSON, MS | 285,700 | .23 |
| 100 | MADISON | 283,300 | .23 |
| 101 | JOHNSTOWN-ALTOONA | 275,000 | .22 |
| 102 | PORTLAND-POLAND SPRING | 264,600 | .21 |
| 103 | BEAUMONT-PORT ARTHUR | 256,800 | .20 |
| 104 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 252,400 | .20 |
| 105 | LINCOLN-HASTINGS-KEARNEY | 248,300 | .20 |
| 106 | MONTGOMERY-SELMA | 246,100 | .20 |
| 107 | GREEN BAY-APPLETON | 245,400 | .20 |
| 108 | ROCKFORD | 242,200 | .19 |
| 109 | CORPUS CHRISTI | 240,100 | .19 |
| 110 | GREENVILLE-NEW BERN-WASHINGTON | 235,400 | .19 |
| 111 | TALLAHASSEE-THOMASVILLE | 234,700 | .19 |
| 112 | EVANSVILLE | 228,800 | .18 |
| 113 | BURLINGTON-PLATTSBURGH | 226,700 | .18 |
| 114 | TYLER-LONGVIEW-JACKSONVILLE | 218,100 | .17 |
| 115 | MACON | 214,400 | .17 |
| 116 | BOISE | 209,500 | .17 |
| 117 | EUGENE | 208,200 | .17 |
| 118 | SAVANNAH | 200,700 | .16 |
| 119 | ERIE | 200,200 | .16 |
| 120 | BILOXI-GULFPORT-PASCAGOULA | 199,800 | .16 |
| 121 | RENO | 199,700 | .16 |
| 122 | WHEELING-STEUBENVILLE | 199,400 | .16 |
| 123 | DULUTH-SUPERIOR | 197,900 | .16 |
| 124 | BINGHAMTON | 197,800 | .16 |
| 125 | SPRINGFIELD, MO | 185,500 | .15 |
| 126 | WICHITA FALLS-LAWTON | 181,800 | .14 |
| 127 | COLUMBUS, GA | 177,900 | .14 |
| 128 | LUBBOCK | 164,200 | .13 |
| 129 | ODESSA-MIDLAND | 162,200 | .13 |
| 130 | MONROE-EL DORADO | 147,500 | .12 |
| 131 | AMARILLO | 135,300 | .11 |
| 132 | WILMINGTON | 135,100 | .11 |
| 133 | COLUMBIA-JEFFERSON CITY | 134,400 | .11 |
| 134 | TOPEKA | 130,900 | .10 |
| 135 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 127,600 | .10 |
| 136 | JOPLIN-PITTSBURG | 127,200 | .10 |
| 136 | WAUSAU-RHINELANDER | 127,200 | .10 |
| 138 | FARGO | 125,600 | .10 |
| 139 | TERRE HAUTE | 123,800 | .10 |
| 140 | ABILENE-SWEETWATER | 118,500 | .09 |
| 141 | LAFAYETTE, LA | 114,500 | .09 |
| 142 | IDAHO FALLS-POCATELLO | 114,300 | .09 |
| 143 | SIOUX FALLS-MITCHELL | 110,800 | .09 |
| 144 | BANGOR | 109,800 | .09 |
| 145 | MEDFORD | 108,600 | .09 |
| 146 | PANAMA CITY | 97,800 | .08 |
| 147 | MISSOULA | 89,700 | .07 |
| 148 | EUREKA | 86,600 | .07 |
| 149 | WATERTOWN-CARTHAGE | 83,800 | .07 |
| 150 | SIOUX CITY | 82,100 | .07 |
| 151 | BILLINGS-HARDIN | 80,800 | .06 |
| 152 | ALBANY, GA | 77,200 | .06 |
| 153 | QUINCY-HANNIBAL | 68,300 | .05 |
| 154 | GRAND JUNCTION-DURANGO | 67,700 | .05 |
| 155 | TRAVERSE CITY-CADILLAC | 66,700 | .05 |
| 156 | GREAT FALLS | 55,400 | .04 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK PERSONS 18+

US TOTAL 15,657,100

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 2,031,300 | 12.97 |
| 2 | CHICAGO | 1,020,400 | 6.52 |
| 3 | WASHINGTON DC | 772,200 | 4.93 |
| 4 | LOS ANGELES | 682,900 | 4.36 |
| 5 | PHILADELPHIA | 650,500 | 4.15 |
| 6 | DETROIT | 643,900 | 4.11 |
| 7 | ATLANTA | 535,400 | 3.42 |
| 8 | HOUSTON | 444,000 | 2.84 |
| 9 | BALTIMORE | 440,700 | 2.81 |
| 10 | DALLAS-FT. WORTH | 379,500 | 2.42 |
| 11 | SAN FRANCISCO-OAKLAND-SAN JOSE | 291,200 | 1.86 |
| 12 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 282,900 | 1.81 |
| 13 | ST. LOUIS | 281,200 | 1.80 |
| 14 | NEW ORLEANS | 277,600 | 1.77 |
| 15 | MEMPHIS | 264,600 | 1.69 |
| 16 | CLEVELAND | 257,500 | 1.64 |
| 17 | MIAMI-FT. LAUDERDALE | 253,100 | 1.62 |
| 18 | RICHMOND | 183,500 | 1.17 |
| 19 | BIRMINGHAM | 169,600 | 1.08 |
| 20 | CHARLOTTE | 162,900 | 1.04 |
| 21 | BOSTON | 152,000 | .97 |
| 22 | RALEIGH-DURHAM | 137,100 | .88 |
| 23 | KANSAS CITY | 135,300 | .86 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 132,800 | .85 |
| 25 | GREENSBORO-WINSTON SALEM-HIGH POINT | 132,100 | .84 |
| 26 | CINCINNATI | 127,000 | .81 |
| 27 | JACKSONVILLE | 125,800 | .80 |
| 28 | TAMPA-ST. PETERSBURG | 122,400 | .78 |
| 29 | MOBILE-PENSACOLA | 120,500 | .77 |
| 30 | MILWAUKEE | 120,000 | .77 |
| 31 | PITTSBURGH | 119,900 | .77 |
| 32 | INDIANAPOLIS | 118,600 | .76 |
| 33 | COLUMBUS OH | 114,900 | .73 |
| 34 | HARTFORD-NEW HAVEN | 113,600 | .73 |
| 35 | JACKSON MS | 111,200 | .71 |
| 36 | SAN DIEGO | 107,800 | .69 |
| 37 | NASHVILLE | 107,000 | .68 |
| 38 | GREENVILLE-SPARTANBURG-ASHEVILLE | 106,700 | .68 |
| 39 | CHARLESTON SC | 103,900 | .66 |
| 40 | BATON ROUGE | 102,600 | .66 |
| 41 | SHREVEPORT-TEXARKANA | 100,800 | .64 |
| 42 | COLUMBIA SC | 96,100 | .61 |
| 43 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 90,700 | .58 |
| 44 | LITTLE ROCK | 89,800 | .57 |
| 45 | SACRAMENTO-STOCKTON | 89,200 | .57 |
| 46 | DAYTON | 87,600 | .56 |
| 46 | MONTGOMERY-SELMA | 87,600 | .56 |
| 48 | LOUISVILLE | 84,400 | .54 |
| 49 | BUFFALO | 83,200 | .53 |
| 50 | AUGUSTA | 82,800 | .53 |
| 51 | SEATTLE-TACOMA | 82,700 | .53 |
| 52 | FLINT-SAGINAW-BAY CITY | 77,900 | .50 |
| 53 | GREENVILLE-NEW BERN-WASHINGTON | 69,600 | .44 |
| 54 | MACON | 69,200 | .44 |
| 55 | OKLAHOMA CITY | 67,100 | .43 |
| 56 | DENVER | 66,100 | .42 |
| 57 | SAVANNAH | 64,900 | .41 |
| 58 | TALLAHASSEE-THOMASVILLE | 63,800 | .41 |
| 59 | COLUMBUS GA | 61,900 | .40 |
| 60 | SAN ANTONIO | 61,100 | .39 |
| 61 | ROCHESTER NY | 58,000 | .37 |
| 62 | MINNEAPOLIS-ST. PAUL | 57,900 | .37 |
| 63 | BEAUMONT-PORT ARTHUR | 55,400 | .35 |
| 64 | WACO-TEMPLE-BRYAN | 53,000 | .34 |
| 65 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 52,400 | .33 |
| 66 | AUSTIN TX | 49,700 | .32 |
| 67 | LAS VEGAS | 48,100 | .31 |
| 68 | PHOENIX | 48,000 | .31 |
| 69 | ROANOKE-LYNCHBURG | 46,500 | .30 |
| 70 | HUNTSVILLE-DECATUR-FLORENCE | 46,200 | .30 |
| 71 | TOLEDO | 45,800 | .29 |
| 72 | HARRISBURG-YORK-LANCASTER-LEBANON | 40,700 | .26 |
| 73 | CHATTANOOGA | 39,700 | .25 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 39,500 | .25 |
| 75 | MONROE-EL DORADO | 39,400 | .25 |
| 76 | TULSA | 38,200 | .24 |
| 77 | YOUNGSTOWN | 35,600 | .23 |
| 78 | BILOXI-GULFPORT-PASCAGOULA | 35,100 | .22 |
| 79 | SPRINGFIELD-DECATUR-CHAMPAIGN | 34,000 | .22 |
| 80 | OMAHA | 33,100 | .21 |
| 81 | ALBANY GA | 32,800 | .21 |
| 82 | LANSING | 30,400 | .19 |
| 83 | ALBANY-SCHENECTADY-TROY | 28,500 | .18 |
| 84 | LEXINGTON | 28,300 | .18 |
| 85 | PORTLAND OR | 28,000 | .18 |
| 86 | PROVIDENCE-NEW BEDFORD | 26,000 | .17 |
| 87 | KNOXVILLE | 25,500 | .16 |
| 88 | SYRACUSE | 24,900 | .16 |
| 88 | WICHITA-HUTCHINSON | 24,900 | .16 |
| 90 | LAFAYETTE LA | 23,700 | .15 |
| 91 | SPRINGFIELD MA | 23,400 | .15 |
| 92 | WILMINGTON | 22,900 | .15 |
| 93 | COLORADO SPRINGS-PUEBLO | 20,700 | .13 |
| 94 | FRESNO-VISALIA | 20,500 | .13 |
| 94 | WICHITA FALLS-LAWTON | 20,500 | .13 |
| 96 | SOUTH BEND-ELKHART | 20,000 | .13 |
| 97 | FT. WAYNE | 19,000 | .12 |
| 98 | PEORIA-BLOOMINGTON | 18,700 | .12 |
| 99 | SALINAS-MONTEREY | 17,400 | .11 |
| 100 | BAKERSFIELD | 17,100 | .11 |
| 101 | ROCKFORD | 16,300 | .10 |
| 102 | CHARLESTON-HUNTINGTON | 14,500 | .09 |
| 103 | EL PASO | 14,400 | .09 |
| 104 | TUCSON | 14,000 | .09 |
| 106 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 11,300 | .07 |
| 106 | DES MOINES | 11,100 | .07 |
| 107 | EVANSVILLE | 11,000 | .07 |
| 107 | LUBBOCK | 11,000 | .07 |
| 109 | ALBUQUERQUE | 9,700 | .06 |
| 109 | COLUMBIA-JEFFERSON CITY | 9,700 | .06 |
| 111 | PANAMA CITY | 8,900 | .06 |
| 112 | ODESSA-MIDLAND | 8,800 | .06 |
| 112 | TOPEKA | 8,800 | .06 |
| 114 | ERIE | 8,600 | .05 |
| 115 | CORPUS CHRISTI | 8,500 | .05 |
| 116 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 7,300 | .05 |
| 117 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 7,200 | .05 |
| 118 | SALT LAKE CITY | 7,000 | .04 |
| 119 | MADISON | 6,700 | .04 |
| 120 | FT. SMITH | 6,600 | .04 |
| 121 | AMARILLO | 6,200 | .04 |
| 122 | ABILENE-SWEETWATER | 5,600 | .04 |
| 123 | WATERTOWN-CARTHAGE | 5,300 | .03 |
| 123 | WHEELING-STEUBENVILLE | 5,300 | .03 |
| 125 | BURLINGTON-PLATTSBURGH | 4,700 | .03 |
| 126 | WILKES BARRE-SCRANTON | 4,500 | .03 |
| 127 | TERRE HAUTE | 4,400 | .03 |
| 128 | RENO | 4,000 | .03 |
| 129 | JOHNSTOWN-ALTOONA | 3,600 | .02 |
| 130 | LINCOLN-HASTINGS-KEARNEY | 3,400 | .02 |
| 131 | SPOKANE | 3,300 | .02 |
| 132 | BINGHAMTON | 3,000 | .02 |
| 133 | SPRINGFIELD, MO | 2,600 | .02 |
| 134 | CHICO-REDDING | 2,500 | .02 |
| 135 | QUINCY-HANNIBAL | 1,900 | .01 |
| 136 | JOPLIN-PITTSBURG | 1,400 | .01 |
| 137 | EUGENE | 1,300 | .01 |
| 137 | PORTLAND-POLAND SPRING | 1,300 | .01 |
| 137 | SIOUX CITY | 1,300 | .01 |
| 140 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 1,100 | .01 |
| 141 | DULUTH-SUPERIOR | 800 | .01 |
| 141 | MCALLEN-BROWNSVILLE: LRGV | 800 | .01 |
| 143 | BOISE | 700 | - |
| 143 | GREEN BAY-APPLETON | 700 | - |
| 145 | EUREKA | 600 | - |
| 145 | GREAT FALLS | 600 | - |
| 147 | SIOUX FALLS-MITCHELL | 500 | - |
| 148 | BANGOR | 400 | - |
| 148 | IDAHO FALLS-POCATELLO | 400 | - |
| 150 | BILLINGS-HARDIN | 300 | - |
| 151 | FARGO | 200 | - |
| 151 | GRAND JUNCTION-DURANGO | 200 | - |
| 151 | MEDFORD | 200 | - |
| 151 | TRAVERSE CITY-CADILLAC | 200 | - |
| 151 | WAUSAU-RHINELANDER | 200 | - |
| 156 | MISSOULA | 100 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC PERSONS 18+

US TOTAL 12,200,300

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 2,658,500 | 21.79 |
| 2 | NEW YORK | 1,915,300 | 15.70 |
| 3 | MIAMI-FT. LAUDERDALE | 789,300 | 6.47 |
| 4 | CHICAGO | 585,400 | 4.80 |
| 5 | HOUSTON | 511,900 | 4.20 |
| 6 | SAN ANTONIO | 417,100 | 3.42 |
| 7 | DALLAS-FT. WORTH | 356,800 | 2.92 |
| 8 | SAN DIEGO | 352,900 | 2.89 |
| 9 | SAN FRANCISCO-OAKLAND-SAN JOSE | 345,800 | 2.83 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 339,100 | 2.78 |
| 11 | EL PASO | 274,800 | 2.25 |
| 12 | SACRAMENTO-STOCKTON | 239,400 | 1.96 |
| 13 | PHOENIX | 220,000 | 1.80 |
| 14 | ALBUQUERQUE | 185,700 | 1.52 |
| 15 | WASHINGTON, DC | 180,300 | 1.48 |
| 16 | DENVER | 149,800 | 1.23 |
| 17 | FRESNO-VISALIA | 149,700 | 1.23 |
| 18 | BOSTON | 131,300 | 1.08 |
| 19 | TUCSON | 122,800 | 1.01 |
| 20 | CORPUS CHRISTI | 117,500 | .96 |
| 21 | PHILADELPHIA | 117,000 | .96 |
| 22 | AUSTIN, TX | 110,600 | .91 |
| 23 | TAMPA-ST. PETERSBURG | 109,600 | .90 |
| 24 | SALINAS-MONTEREY | 107,600 | .88 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 96,800 | .79 |
| 26 | BAKERSFIELD | 89,000 | .73 |
| 27 | HARTFORD-NEW HAVEN | 81,200 | .67 |
| 28 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 61,600 | .50 |
| 29 | LAS VEGAS | 61,100 | .50 |
| 30 | DETROIT | 55,100 | .45 |
| 31 | COLORADO SPRINGS-PUEBLO | 52,800 | .43 |
| 32 | SEATTLE-TACOMA | 51,700 | .42 |
| 33 | ATLANTA | 45,500 | .37 |
| 34 | SALT LAKE CITY | 45,300 | .37 |
| 35 | PORTLAND, OR | 43,300 | .35 |
| 36 | PROVIDENCE-NEW BEDFORD | 40,100 | .33 |
| 37 | NEW ORLEANS | 39,000 | .32 |
| 38 | ODESSA-MIDLAND | 38,600 | .32 |
| 39 | WACO-TEMPLE-BRYAN | 35,800 | .29 |
| 40 | LUBBOCK | 32,400 | .27 |
| 41 | CLEVELAND | 31,600 | .26 |
| 42 | MILWAUKEE | 31,300 | .26 |
| 43 | KANSAS CITY | 31,100 | .25 |
| 44 | SPRINGFIELD, MA | 30,200 | .25 |
| 45 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 25,700 | .21 |
| 46 | MINNEAPOLIS-ST. PAUL | 24,000 | .20 |
| 47 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 23,000 | .19 |
| 48 | BALTIMORE | 22,300 | .18 |
| 49 | OKLAHOMA CITY | 21,900 | .18 |
| 50 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 21,700 | .18 |
| 51 | HARRISBURG-YORK-LANCASTER-LEBANON | 20,600 | .17 |
| 52 | ROCHESTER, NY | 19,500 | .16 |
| 53 | CHICO-REDDING | 19,100 | .16 |
| 54 | ST. LOUIS | 18,100 | .15 |
| 55 | JACKSONVILLE | 17,200 | .14 |
| 56 | RENO | 17,000 | .14 |
| 57 | FLINT-SAGINAW-BAY CITY | 16,600 | .14 |
| 58 | BUFFALO | 16,200 | .13 |
| 59 | AMARILLO | 15,900 | .13 |
| 60 | ABILENE-SWEETWATER | 15,300 | .13 |
| 61 | WICHITA-HUTCHINSON | 13,800 | .11 |
| 62 | TOLEDO | 13,200 | .11 |
| 63 | LANSING | 12,300 | .10 |
| 64 | ALBANY-SCHENECTADY-TROY | 11,700 | .10 |
| 65 | WICHITA FALLS-LAWTON | 11,600 | .10 |
| 66 | OMAHA | 10,800 | .09 |
| 67 | BOISE | 10,700 | .09 |
| 68 | BEAUMONT-PORT ARTHUR | 10,200 | .08 |
| 69 | TYLER-LONGVIEW-JACKSONVILLE | 10,100 | .08 |
| 70 | TULSA | 9,900 | .08 |
| 71 | PITTSBURGH | 9,100 | .07 |
| 72 | INDIANAPOLIS | 8,900 | .07 |
| 73 | CHARLOTTE | 8,200 | .07 |
| 73 | COLUMBUS, OH | 8,200 | .07 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 7,700 | .06 |
| 76 | MOBILE-PENSACOLA | 7,500 | .06 |
| 77 | RALEIGH-DURHAM | 7,000 | .06 |
| 77 | RICHMOND | 7,000 | .06 |
| 79 | ROCKFORD | 6,100 | .05 |
| 79 | SYRACUSE | 6,100 | .05 |
| 81 | MEMPHIS | 5,700 | .05 |
| 81 | SOUTH BEND-ELKHART | 5,700 | .05 |
| 83 | IDAHO FALLS-POCATELLO | 5,500 | .05 |
| 83 | NASHVILLE | 5,500 | .05 |
| 85 | BATON ROUGE | 5,400 | .04 |
| 86 | CINCINNATI | 5,300 | .04 |
| 86 | GREENSBORO-WINSTON SALEM-HIGH POINT | 5,300 | .04 |
| 86 | GREENVILLE-SPARTANBURG-ASHEVILLE | 5,300 | .04 |
| 86 | TALLAHASSEE-THOMASVILLE | 5,300 | .04 |
| 86 | TOPEKA | 5,300 | .04 |
| 91 | CHARLESTON, SC | 5,200 | .04 |
| 91 | COLUMBUS, GA | 5,200 | .04 |
| 91 | SPOKANE | 5,200 | .04 |
| 94 | DAYTON | 5,100 | .04 |
| 95 | DES MOINES | 4,900 | .04 |
| 95 | GRAND JUNCTION-DURANGO | 4,900 | .04 |
| 95 | LINCOLN-HASTINGS-KEARNEY | 4,900 | .04 |
| 98 | SPRINGFIELD-DECATUR-CHAMPAIGN | 4,800 | .04 |
| 99 | YOUNGSTOWN | 4,700 | .04 |
| 100 | EUGENE | 4,600 | .04 |
| 100 | FT. WAYNE | 4,500 | .04 |
| 102 | SHREVEPORT-TEXARKANA | 4,300 | .04 |
| 103 | COLUMBIA, SC | 4,200 | .03 |
| 104 | LOUISVILLE | 4,100 | .03 |
| 105 | MADISON | 3,900 | .03 |
| 106 | AUGUSTA | 3,700 | .03 |
| 107 | MEDFORD | 3,600 | .03 |
| 108 | BURLINGTON-PLATTSBURGH | 3,500 | .03 |
| 108 | FT. SMITH | 3,500 | .03 |
| 108 | PEORIA-BLOOMINGTON | 3,500 | .03 |
| 111 | EUREKA | 3,300 | .03 |
| 112 | LITTLE ROCK | 2,900 | .02 |
| 113 | BILOXI-GULFPORT-PASCAGOULA | 2,800 | .02 |
| 114 | HUNTSVILLE-DECATUR-FLORENCE | 2,700 | .02 |
| 115 | BIRMINGHAM | 2,600 | .02 |
| 115 | LEXINGTON | 2,600 | .02 |
| 115 | WATERTOWN-CARTHAGE | 2,600 | .02 |
| 115 | WILKES BARRE-SCRANTON | 2,600 | .02 |
| 119 | GREENVILLE-NEW BERN-WASHINGTON | 2,500 | .02 |
| 119 | SIOUX CITY | 2,500 | .02 |
| 121 | KNOXVILLE | 2,100 | .02 |
| 121 | SAVANNAH | 2,100 | .02 |
| 123 | BINGHAMTON | 2,000 | .02 |
| 123 | ERIE | 2,000 | .02 |
| 123 | MACON | 2,000 | .02 |
| 126 | BILLINGS-HARDIN | 1,900 | .02 |
| 126 | ROANOKE-LYNCHBURG | 1,900 | .02 |
| 128 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,800 | .01 |
| 128 | CHATTANOOGA | 1,800 | .01 |
| 130 | LAFAYETTE, LA | 1,700 | .01 |
| 131 | PANAMA CITY | 1,600 | .01 |
| 132 | MONTGOMERY-SELMA | 1,500 | .01 |
| 132 | PORTLAND-POLAND SPRING | 1,500 | .01 |
| 132 | SPRINGFIELD, MO | 1,500 | .01 |
| 135 | GREEN BAY-APPLETON | 1,400 | .01 |
| 135 | JACKSON, MS | 1,400 | .01 |
| 137 | CHARLESTON-HUNTINGTON | 1,300 | .01 |
| 137 | COLUMBIA-JEFFERSON CITY | 1,300 | .01 |
| 139 | EVANSVILLE | 1,200 | .01 |
| 139 | FARGO | 1,200 | .01 |
| 139 | JOHNSTOWN-ALTOONA | 1,200 | .01 |
| 142 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 1,100 | .01 |
| 143 | MISSOULA | 1,000 | .01 |
| 143 | MONROE-EL DORADO | 1,000 | .01 |
| 145 | WHEELING-STEUBENVILLE | 900 | .01 |
| 146 | GREAT FALLS | 800 | .01 |
| 146 | JOPLIN-PITTSBURG | 800 | .01 |
| 146 | TERRE HAUTE | 800 | .01 |
| 146 | WILMINGTON | 800 | .01 |
| 150 | DULUTH-SUPERIOR | 700 | .01 |
| 151 | ALBANY, GA | 600 | - |
| 151 | BANGOR | 600 | - |
| 153 | SIOUX FALLS-MITCHELL | 400 | - |
| 153 | TRAVERSE CITY-CADILLAC | 400 | - |
| 155 | WAUSAU-RHINELANDER | 300 | - |
| 156 | QUINCY-HANNIBAL | 200 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL PERSONS 18-49

US TOTAL 84,134,400

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 7,689,700 | 9.14 |
| 2 | LOS ANGELES | 5,953,100 | 7.08 |
| 3 | CHICAGO | 3,869,600 | 4.60 |
| 4 | PHILADELPHIA | 2,346,200 | 2.79 |
| 5 | WASHINGTON, DC | 2,241,800 | 2.66 |
| 6 | DALLAS-FT. WORTH | 2,180,900 | 2.59 |
| 7 | DETROIT | 2,054,300 | 2.44 |
| 8 | HOUSTON | 1,966,900 | 2.34 |
| 9 | BOSTON | 1,957,200 | 2.33 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 1,888,800 | 2.24 |
| 11 | ATLANTA | 1,631,600 | 1.94 |
| 12 | SAN DIEGO | 1,369,800 | 1.63 |
| 13 | SEATTLE-TACOMA | 1,353,300 | 1.61 |
| 14 | MINNEAPOLIS-ST. PAUL | 1,319,100 | 1.57 |
| 15 | BALTIMORE | 1,213,200 | 1.44 |
| 16 | ST. LOUIS | 1,158,800 | 1.38 |
| 17 | SACRAMENTO-STOCKTON | 1,158,200 | 1.38 |
| 18 | PHOENIX | 1,075,300 | 1.28 |
| 19 | DENVER | 986,700 | 1.17 |
| 20 | CLEVELAND | 963,300 | 1.14 |
| 21 | ORLANDO-DAYTONA BEACH-MELBOURNE | 939,000 | 1.12 |
| 22 | MIAMI-FT.LAUDERDALE | 930,000 | 1.11 |
| 23 | PITTSBURGH | 929,400 | 1.10 |
| 24 | TAMPA-ST.PETERSBURG | 926,900 | 1.10 |
| 25 | HARTFORD-NEW HAVEN | 814,100 | .97 |
| 26 | PORTLAND, OR | 813,500 | .97 |
| 27 | KANSAS CITY | 781,000 | .93 |
| 28 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 773,700 | .92 |
| 29 | COLUMBUS, OH | 727,800 | .87 |
| 30 | CINCINNATI | 694,000 | .82 |
| 31 | PROVIDENCE-NEW BEDFORD | 689,200 | .82 |
| 32 | INDIANAPOLIS | 689,100 | .82 |
| 33 | MILWAUKEE | 686,500 | .82 |
| 34 | HARRISBURG-YORK-LANCASTER-LEBANON | 685,300 | .81 |
| 35 | SAN ANTONIO | 649,800 | .77 |
| 36 | SALT LAKE CITY | 631,000 | .75 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 620,100 | .74 |
| 38 | CHARLOTTE | 610,600 | .73 |
| 39 | NEW ORLEANS | 592,400 | .70 |
| 40 | BUFFALO | 545,100 | .65 |
| 41 | NASHVILLE | 517,800 | .62 |
| 42 | GREENVILLE-SPARTANBURG-ASHEVILLE | 515,700 | .61 |
| 43 | MEMPHIS | 493,500 | .59 |
| 44 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 489,300 | .58 |
| 45 | JACKSONVILLE | 484,700 | .58 |
| 46 | GREENSBORO-WINSTON SALEM-HIGH POINT | 479,800 | .57 |
| 47 | ROCHESTER, NY | 474,800 | .56 |
| 48 | DAYTON | 474,300 | .56 |
| 49 | OKLAHOMA CITY | 474,000 | .56 |
| 50 | AUSTIN, TX | 465,200 | .55 |
| 51 | LOUISVILLE | 457,300 | .54 |
| 52 | RICHMOND | 454,200 | .54 |
| 53 | BIRMINGHAM | 434,000 | .52 |
| 54 | RALEIGH-DURHAM | 433,800 | .52 |
| 55 | ALBANY-SCHENECTADY-TROY | 429,800 | .51 |
| 56 | FLINT-SAGINAW-BAY CITY | 421,500 | .50 |
| 57 | LAS VEGAS | 399,300 | .47 |
| 58 | MOBILE-PENSACOLA | 391,400 | .47 |
| 59 | TULSA | 356,500 | .42 |
| 60 | ALBUQUERQUE | 355,900 | .42 |
| 61 | TUCSON | 342,500 | .41 |
| 62 | SYRACUSE | 323,200 | .38 |
| 63 | FRESNO-VISALIA | 318,500 | .38 |
| 64 | TOLEDO | 313,100 | .37 |
| 65 | SALINAS-MONTEREY | 309,100 | .37 |
| 66 | LANSING | 306,700 | .36 |
| 67 | OMAHA | 305,000 | .36 |
| 68 | KNOXVILLE | 300,400 | .36 |
| 69 | SPRINGFIELD, MA | 298,600 | .35 |
| 70 | LITTLE ROCK | 293,000 | .35 |
| 71 | EL PASO | 290,200 | .34 |
| 72 | MCALLEN-BROWNSVILLE: LRGV | 283,600 | .34 |
| 73 | SPRINGFIELD-DECATUR-CHAMPAIGN | 276,100 | .33 |
| 74 | WILKES BARRE-SCRANTON | 275,400 | .33 |
| 75 | CHARLESTON, SC | 273,500 | .33 |
| 76 | COLORADO SPRINGS-PUEBLO | 269,900 | .32 |
| 77 | BATON ROUGE | 266,900 | .32 |
| 78 | WICHITA-HUTCHINSON | 260,600 | .31 |
| 79 | CHARLESTON-HUNTINGTON | 252,200 | .30 |
| 80 | COLUMBIA, SC | 246,500 | .29 |
| 81 | DES MOINES | 242,600 | .29 |
| 82 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 231,700 | .28 |
| 83 | WACO-TEMPLE-BRYAN | 230,200 | .27 |
| 84 | BAKERSFIELD | 227,500 | .27 |
| 85 | SHREVEPORT-TEXARKANA | 227,000 | .27 |
| 86 | PEORIA-BLOOMINGTON | 222,300 | .26 |
| 87 | LEXINGTON | 220,500 | .26 |
| 88 | FT. WAYNE | 215,400 | .26 |
| 89 | YOUNGSTOWN | 211,900 | .25 |
| 90 | MADISON | 210,200 | .25 |
| 91 | SOUTH BEND-ELKHART | 209,800 | .25 |
| 92 | ROANOKE-LYNCHBURG | 208,500 | .25 |
| 93 | CHATTANOOGA | 207,300 | .25 |
| 94 | HUNTSVILLE-DECATUR-FLORENCE | 203,400 | .24 |
| 95 | FT. SMITH | 201,300 | .24 |
| 96 | SPOKANE | 201,000 | .24 |
| 97 | AUGUSTA | 199,300 | .24 |
| 98 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 197,700 | .23 |
| 99 | JACKSON, MS | 195,000 | .23 |
| 100 | CHICO-REDDING | 182,800 | .22 |
| 101 | PORTLAND-POLAND SPRING | 174,000 | .21 |
| 102 | LINCOLN-HASTINGS-KEARNEY | 169,900 | .20 |
| 103 | GREEN BAY-APPLETON | 168,100 | .20 |
| 104 | TALLAHASSEE-THOMASVILLE | 167,800 | .20 |
| 105 | CORPUS CHRISTI | 162,300 | .19 |
| 106 | MONTGOMERY-SELMA | 161,500 | .19 |
| 107 | BURLINGTON-PLATTSBURGH | 161,200 | .19 |
| 108 | BEAUMONT-PORT ARTHUR | 159,100 | .19 |
| 109 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 158,200 | .19 |
| 110 | GREENVILLE-NEW BERN-WASHINGTON | 156,100 | .19 |
| 111 | JOHNSTOWN-ALTOONA | 155,000 | .18 |
| 112 | ROCKFORD | 154,600 | .18 |
| 113 | MACON | 143,300 | .17 |
| 114 | EVANSVILLE | 142,700 | .17 |
| 115 | BOISE | 141,900 | .17 |
| 116 | EUGENE | 138,000 | .16 |
| 117 | RENO | 137,800 | .16 |
| 118 | TYLER-LONGVIEW-JACKSONVILLE | 135,500 | .16 |
| 119 | BILOXI-GULFPORT-PASCAGOULA | 133,700 | .16 |
| 120 | SAVANNAH | 132,400 | .16 |
| 121 | ERIE | 127,000 | .15 |
| 122 | BINGHAMTON | 124,100 | .15 |
| 123 | SPRINGFIELD, MO | 122,300 | .15 |
| 123 | WICHITA FALLS-LAWTON | 122,300 | .15 |
| 125 | COLUMBUS, GA | 121,600 | .14 |
| 126 | DULUTH-SUPERIOR | 117,500 | .14 |
| 127 | LUBBOCK | 116,000 | .14 |
| 128 | WHEELING-STEUBENVILLE | 112,200 | .13 |
| 129 | ODESSA-MIDLAND | 109,900 | .13 |
| 130 | COLUMBIA-JEFFERSON CITY | 98,700 | .12 |
| 131 | MONROE-EL DORADO | 93,900 | .11 |
| 132 | AMARILLO | 88,600 | .11 |
| 133 | FARGO | 87,700 | .10 |
| 134 | WILMINGTON | 85,600 | .10 |
| 135 | TOPEKA | 82,400 | .10 |
| 136 | LAFAYETTE, LA | 82,000 | .10 |
| 137 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 81,400 | .10 |
| 138 | WAUSAU-RHINELANDER | 78,300 | .09 |
| 139 | IDAHO FALLS-POCATELLO | 77,700 | .09 |
| 140 | JOPLIN-PITTSBURG | 76,600 | .09 |
| 141 | TERRE HAUTE | 75,600 | .09 |
| 142 | ABILENE-SWEETWATER | 75,300 | .09 |
| 143 | BANGOR | 73,400 | .09 |
| 144 | SIOUX FALLS-MITCHELL | 72,900 | .09 |
| 145 | MEDFORD | 64,600 | .08 |
| 146 | PANAMA CITY | 62,900 | .07 |
| 147 | MISSOULA | 58,800 | .07 |
| 148 | WATERTOWN-CARTHAGE | 58,400 | .07 |
| 149 | EUREKA | 58,000 | .07 |
| 150 | ALBANY, GA | 53,000 | .06 |
| 151 | BILLINGS-HARDIN | 52,400 | .06 |
| 152 | SIOUX CITY | 51,000 | .06 |
| 153 | TRAVERSE CITY-CADILLAC | 43,400 | .05 |
| 154 | GRAND JUNCTION-DURANGO | 41,600 | .05 |
| 155 | QUINCY-HANNIBAL | 39,200 | .05 |
| 156 | GREAT FALLS | 35,500 | .04 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK PERSONS 18-49

US TOTAL 11,390,600

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,461,400 | 12.83 |
| 2 | CHICAGO | 720,400 | 6.32 |
| 3 | WASHINGTON, DC | 579,600 | 5.09 |
| 4 | LOS ANGELES | 501,500 | 4.40 |
| 5 | DETROIT | 448,500 | 3.94 |
| 6 | PHILADELPHIA | 443,200 | 3.89 |
| 7 | ATLANTA | 427,600 | 3.75 |
| 8 | HOUSTON | 338,500 | 2.97 |
| 9 | BALTIMORE | 316,600 | 2.78 |
| 10 | DALLAS-FT. WORTH | 297,000 | 2.61 |
| 11 | SAN FRANCISCO-OAKLAND-SAN JOSE | 210,200 | 1.85 |
| 12 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 207,800 | 1.82 |
| 13 | NEW ORLEANS | 199,600 | 1.75 |
| 14 | ST. LOUIS | 194,900 | 1.71 |
| 15 | MEMPHIS | 191,000 | 1.68 |
| 16 | MIAMI-FT. LAUDERDALE | 189,800 | 1.67 |
| 17 | CLEVELAND | 169,800 | 1.49 |
| 18 | RICHMOND | 131,300 | 1.15 |
| 19 | CHARLOTTE | 121,400 | 1.07 |
| 20 | BOSTON | 118,100 | 1.04 |
| 21 | BIRMINGHAM | 114,000 | 1.00 |
| 22 | RALEIGH-DURHAM | 103,800 | .91 |
| 23 | ORLANDO-DAYTONA BEACH-MELBOURNE | 97,600 | .86 |
| 24 | GREENSBORO-WINSTON SALEM-HIGH POINT | 96,500 | .85 |
| 25 | KANSAS CITY | 96,100 | .84 |
| 26 | MILWAUKEE | 93,100 | .82 |
| 27 | SAN DIEGO | 90,000 | .79 |
| 28 | JACKSONVILLE | 89,400 | .78 |
| 29 | TAMPA-ST. PETERSBURG | 87,800 | .77 |
| 30 | CINCINNATI | 86,800 | .76 |
| 31 | HARTFORD-NEW HAVEN | 86,100 | .76 |
| 32 | COLUMBUS, OH | 84,900 | .75 |
| 3[illegible] | INDIANAPOLIS | 83,100 | .73 |
| [illegible] | JACKSON, MS | 81,700 | .72 |
| 35 | MOBILE-PENSACOLA | 81,600 | .72 |
| 36 | PITTSBURGH | 77,800 | .68 |
| 37 | NASHVILLE | 77,400 | .68 |
| 38 | BATON ROUGE | 76,900 | .68 |
| 39 | CHARLESTON, SC | 75,500 | .66 |
| 40 | GREENVILLE-SPARTANBURG-ASHEVILLE | 75,400 | .66 |
| 41 | COLUMBIA, SC | 74,700 | .66 |
| 42 | SHREVEPORT-TEXARKANA | 68,800 | .60 |
| 43 | SACRAMENTO-STOCKTON | 68,100 | .60 |
| 44 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 66,700 | .59 |
| 45 | LITTLE ROCK | 65,600 | .58 |
| 46 | SEATTLE-TACOMA | 65,300 | .57 |
| 47 | MONTGOMERY-SELMA | 62,100 | .55 |
| 48 | AUGUSTA | 60,900 | .53 |
| 49 | DAYTON | 59,100 | .52 |
| 50 | LOUISVILLE | 58,000 | .51 |
| 51 | BUFFALO | 57,400 | .50 |
| 52 | FLINT-SAGINAW-BAY CITY | 56,900 | .50 |
| 53 | OKLAHOMA CITY | 51,300 | .45 |
| 54 | DENVER | 50,500 | .44 |
| 55 | MACON | 49,500 | .43 |
| 56 | MINNEAPOLIS-ST. PAUL | 47,800 | .42 |
| 57 | GREENVILLE-NEW BERN-WASHINGTON | 47,100 | .41 |
| 58 | TALLAHASSEE-THOMASVILLE | 46,900 | .41 |
| 59 | ROCHESTER, NY | 45,000 | .40 |
| 60 | COLUMBUS, GA | 44,900 | .39 |
| 61 | SAVANNAH | 44,300 | .39 |
| 62 | SAN ANTONIO | 43,600 | .38 |
| 63 | WACO-TEMPLE-BRYAN | 42,800 | .38 |
| 64 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 39,100 | .34 |
| 65 | AUSTIN, TX | 38,700 | .34 |
| 66 | LAS VEGAS | 37,400 | .33 |
| 67 | PHOENIX | 37,200 | .33 |
| 68 | BEAUMONT-PORT ARTHUR | 37,000 | .32 |
| 69 | HUNTSVILLE-DECATUR-FLORENCE | 35,800 | .31 |
| 70 | TOLEDO | 32,300 | .28 |
| 71 | ROANOKE-LYNCHBURG | 31,300 | .27 |
| 72 | HARRISBURG-YORK-LANCASTER-LEBANON | 30,100 | .26 |
| 73 | TULSA | 27,500 | .24 |
| 74 | MONROE-EL DORADO | 27,100 | .24 |
| 75 | CHATTANOOGA | 26,700 | .23 |
| 76 | TYLER-LONGVIEW-JACKSONVILLE | 26,600 | .23 |
| 77 | BILOXI-GULFPORT-PASCAGOULA | 26,200 | .23 |
| 78 | SPRINGFIELD-DECATUR-CHAMPAIGN | 25,600 | .22 |
| 79 | LANSING | 24,900 | .22 |
| 80 | ALBANY, GA | 24,400 | .21 |
| 80 | OMAHA | 24,400 | .21 |
| 82 | YOUNGSTOWN | 22,600 | .20 |
| 83 | ALBANY-SCHENECTADY-TROY | 21,900 | .19 |
| 84 | PORTLAND, OR | 21,000 | .18 |
| 85 | PROVIDENCE-NEW BEDFORD | 20,200 | .18 |
| 86 | LEXINGTON | 19,600 | .17 |
| 87 | SYRACUSE | 19,200 | .17 |
| 88 | WICHITA-HUTCHINSON | 18,400 | .16 |
| 89 | LAFAYETTE, LA | 18,000 | .16 |
| 90 | SPRINGFIELD, MA | 17,900 | .16 |
| 91 | KNOXVILLE | 17,700 | .16 |
| 92 | COLORADO SPRINGS-PUEBLO | 17,100 | .15 |
| 93 | WICHITA FALLS-LAWTON | 16,200 | .14 |
| 94 | WILMINGTON | 15,300 | .13 |
| 95 | FRESNO-VISALIA | 14,900 | .13 |
| 96 | SALINAS-MONTEREY | 14,800 | .13 |
| 97 | PEORIA-BLOOMINGTON | 14,700 | .13 |
| 98 | FT. WAYNE | 14,400 | .13 |
| 99 | SOUTH BEND-ELKHART | 14,200 | .12 |
| 100 | BAKERSFIELD | 12,800 | .11 |
| 101 | ROCKFORD | 12,100 | .11 |
| 102 | EL PASO | 11,800 | .10 |
| 103 | TUCSON | 10,300 | .09 |
| 104 | CHARLESTON-HUNTINGTON | 9,500 | .08 |
| 105 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 8,500 | .07 |
| 106 | LUBBOCK | 8,100 | .07 |
| 107 | COLUMBIA-JEFFERSON CITY | 7,900 | .07 |
| 108 | DES MOINES | 7,700 | .07 |
| 109 | ALBUQUERQUE | 7,400 | .06 |
| 109 | EVANSVILLE | 7,400 | .06 |
| 111 | ERIE | 6,500 | .06 |
| 112 | PANAMA CITY | 6,300 | .06 |
| 113 | ODESSA-MIDLAND | 6,100 | .05 |
| 113 | TOPEKA | 6,100 | .05 |
| 115 | MADISON | 5,900 | .05 |
| 116 | SALT LAKE CITY | 5,800 | .05 |
| 117 | CORPUS CHRISTI | 5,700 | .05 |
| 118 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 5,200 | .05 |
| 118 | WATERTOWN-CARTHAGE | 5,200 | .05 |
| 120 | FT. SMITH | 4,800 | .04 |
| 121 | AMARILLO | 4,600 | .04 |
| 121 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 4,600 | .04 |
| 123 | BURLINGTON-PLATTSBURGH | 4,500 | .04 |
| 124 | ABILENE-SWEETWATER | 4,100 | .04 |
| 125 | WILKES BARRE-SCRANTON | 3,700 | .03 |
| 126 | WHEELING-STEUBENVILLE | 3,500 | .03 |
| 127 | TERRE HAUTE | 3,300 | .03 |
| 128 | RENO | 3,200 | .03 |
| 129 | LINCOLN-HASTINGS-KEARNEY | 2,800 | .02 |
| 130 | JOHNSTOWN-ALTOONA | 2,600 | .02 |
| 131 | SPOKANE | 2,500 | .02 |
| 132 | BINGHAMTON | 2,400 | .02 |
| 133 | SPRINGFIELD, MO | 2,000 | .02 |
| 134 | CHICO-REDDING | 1,900 | .02 |
| 135 | QUINCY-HANNIBAL | 1,300 | .01 |
| 136 | PORTLAND-POLAND SPRING | 1,200 | .01 |
| 137 | EUGENE | 1,100 | .01 |
| 138 | SIOUX CITY | 1,000 | .01 |
| 139 | JOPLIN-PITTSBURG | 900 | .01 |
| 140 | BOISE | 700 | .01 |
| 140 | GREEN BAY-APPLETON | 700 | .01 |
| 140 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 700 | .01 |
| 143 | DULUTH-SUPERIOR | 600 | .01 |
| 143 | MCALLEN-BROWNSVILLE: LRGV | 600 | .01 |
| 145 | EUREKA | 500 | - |
| 145 | GREAT FALLS | 500 | - |
| 145 | SIOUX FALLS-MITCHELL | 500 | - |
| 148 | IDAHO FALLS-POCATELLO | 400 | - |
| 149 | BANGOR | 300 | - |
| 149 | BILLINGS-HARDIN | 300 | - |
| 151 | FARGO | 200 | - |
| 151 | GRAND JUNCTION-DURANGO | 200 | - |
| 151 | MEDFORD | 200 | - |
| 151 | TRAVERSE CITY-CADILLAC | 200 | - |
| 151 | WAUSAU-RHINELANDER | 200 | - |
| 156 | MISSOULA | 100 | - |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC PERSONS 18-49

US TOTAL 9,565,700

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 2,203,300 | 23.03 |
| 2 | NEW YORK | 1,446,000 | 15.12 |
| 3 | MIAMI-FT. LAUDERDALE | 484,400 | 5.06 |
| 4 | CHICAGO | 479,900 | 5.02 |
| 5 | HOUSTON | 429,800 | 4.49 |
| 6 | SAN ANTONIO | 307,400 | 3.21 |
| 7 | DALLAS-FT. WORTH | 306,700 | 3.21 |
| 8 | SAN DIEGO | 288,500 | 3.02 |
| 9 | SAN FRANCISCO-OAKLAND-SAN JOSE | 268,800 | 2.81 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 250,000 | 2.61 |
| 11 | EL PASO | 202,000 | 2.11 |
| 12 | SACRAMENTO-STOCKTON | 189,900 | 1.99 |
| 13 | PHOENIX | 179,400 | 1.88 |
| 14 | WASHINGTON, DC | 151,600 | 1.58 |
| 15 | ALBUQUERQUE | 136,800 | 1.43 |
| 16 | FRESNO-VISALIA | 119,500 | 1.25 |
| 17 | DENVER | 117,800 | 1.23 |
| 18 | BOSTON | 109,900 | 1.15 |
| 19 | PHILADELPHIA | 93,600 | .98 |
| 20 | AUSTIN, TX | 92,700 | .97 |
| 21 | TUCSON | 92,200 | .96 |
| 22 | SALINAS-MONTEREY | 89,800 | .94 |
| 23 | CORPUS CHRISTI | 85,300 | .89 |
| 24 | BAKERSFIELD | 73,400 | .77 |
| 25 | TAMPA-ST. PETERSBURG | 72,800 | .76 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 72,300 | .76 |
| 27 | HARTFORD-NEW HAVEN | 66,500 | .70 |
| 28 | LAS VEGAS | 48,300 | .50 |
| 29 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 45,600 | .48 |
| 30 | SEATTLE-TACOMA | 43,300 | .45 |
| 31 | DETROIT | 41,100 | .43 |
| 32 | COLORADO SPRINGS-PUEBLO | 39,000 | .41 |
| 33 | ATLANTA | 38,600 | .40 |
| 34 | PORTLAND, OR | 36,800 | .38 |
| 35 | SALT LAKE CITY | 36,400 | .38 |
| 36 | PROVIDENCE-NEW BEDFORD | 32,400 | .34 |
| 37 | ODESSA-MIDLAND | 31,600 | .33 |
| 38 | WACO-TEMPLE-BRYAN | 29,400 | .31 |
| 39 | NEW ORLEANS | 26,500 | .28 |
| 40 | LUBBOCK | 26,100 | .27 |
| 41 | MILWAUKEE | 25,400 | .27 |
| 42 | SPRINGFIELD, MA | 25,300 | .26 |
| 43 | CLEVELAND | 24,100 | .25 |
| 43 | KANSAS CITY | 24,100 | .25 |
| 45 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 21,300 | .22 |
| 46 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 20,300 | .21 |
| 47 | MINNEAPOLIS-ST. PAUL | 19,600 | .20 |
| 48 | OKLAHOMA CITY | 18,300 | .19 |
| 49 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 17,900 | .19 |
| 50 | BALTIMORE | 17,400 | .18 |
| 51 | HARRISBURG-YORK-LANCASTER-LEBANON | 16,700 | .17 |
| 52 | ROCHESTER, NY | 15,700 | .16 |
| 53 | CHICO-REDDING | 15,300 | .16 |
| 54 | RENO | 14,000 | .15 |
| 55 | ST. LOUIS | 13,500 | .14 |
| 56 | JACKSONVILLE | 13,400 | .14 |
| 57 | AMARILLO | 13,300 | .14 |
| 58 | FLINT-SAGINAW-BAY CITY | 12,700 | .13 |
| 59 | BUFFALO | 12,500 | .13 |
| 60 | ABILENE-SWEETWATER | 12,200 | .13 |
| 61 | WICHITA-HUTCHINSON | 10,700 | .11 |
| 62 | TOLEDO | 10,300 | .11 |
| 63 | LANSING | 10,000 | .10 |
| 64 | ALBANY-SCHENECTADY-TROY | 9,700 | .10 |
| 65 | WICHITA FALLS-LAWTON | 9,600 | .10 |
| 66 | BOISE | 8,900 | .09 |
| 67 | TYLER-LONGVIEW-JACKSONVILLE | 8,800 | .09 |
| 68 | OMAHA | 8,500 | .09 |
| 69 | TULSA | 7,900 | .08 |
| 70 | BEAUMONT-PORT ARTHUR | 7,300 | .08 |
| 71 | INDIANAPOLIS | 7,200 | .08 |
| 72 | CHARLOTTE | 7,000 | .07 |
| 73 | COLUMBUS, OH | 6,800 | .07 |
| 74 | PITTSBURGH | 6,300 | .07 |
| 75 | RALEIGH-DURHAM | 6,200 | .06 |
| 76 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 5,700 | .06 |
| 76 | MOBILE-PENSACOLA | 5,700 | .06 |
| 78 | RICHMOND | 5,400 | .06 |
| 79 | ROCKFORD | 5,100 | .05 |
| 80 | SYRACUSE | 5,000 | .05 |
| 81 | SOUTH BEND-ELKHART | 4,800 | .05 |
| 82 | IDAHO FALLS-POCATELLO | 4,700 | .05 |
| 82 | MEMPHIS | 4,700 | .05 |
| 84 | NASHVILLE | 4,600 | .05 |
| 85 | COLUMBUS, GA | 4,500 | .05 |
| 86 | CHARLESTON, SC | 4,400 | .05 |
| 86 | GREENVILLE-SPARTANBURG-ASHEVILLE | 4,400 | .05 |
| 86 | SPOKANE | 4,400 | .05 |
| 86 | TALLAHASSEE-THOMASVILLE | 4,400 | .05 |
| 90 | SPRINGFIELD-DECATUR-CHAMPAIGN | 4,300 | .04 |
| 91 | GREENSBORO-WINSTON SALEM-HIGH POINT | 4,200 | .04 |
| 92 | BATON ROUGE | 4,100 | .04 |
| 92 | CINCINNATI | 4,100 | .04 |
| 92 | LINCOLN-HASTINGS-KEARNEY | 4,100 | .04 |
| 95 | DAYTON | 3,900 | .04 |
| 95 | DES MOINES | 3,900 | .04 |
| 95 | TOPEKA | 3,900 | .04 |
| 98 | EUGENE | 3,800 | .04 |
| 99 | FT. WAYNE | 3,700 | .04 |
| 99 | GRAND JUNCTION-DURANGO | 3,700 | .04 |
| 101 | COLUMBIA, SC | 3,500 | .04 |
| 102 | MADISON | 3,400 | .04 |
| 102 | SHREVEPORT-TEXARKANA | 3,400 | .04 |
| 102 | YOUNGSTOWN | 3,400 | .04 |
| 105 | BURLINGTON-PLATTSBURGH | 3,300 | .03 |
| 106 | LOUISVILLE | 3,200 | .03 |
| 107 | AUGUSTA | 3,100 | .03 |
| 108 | MEDFORD | 3,000 | .03 |
| 109 | EUREKA | 2,700 | .03 |
| 109 | FT. SMITH | 2,700 | .03 |
| 109 | PEORIA-BLOOMINGTON | 2,700 | .03 |
| 112 | WATERTOWN-CARTHAGE | 2,500 | .03 |
| 113 | LITTLE ROCK | 2,400 | .03 |
| 114 | GREENVILLE-NEW BERN-WASHINGTON | 2,300 | .02 |
| 114 | SIOUX CITY | 2,300 | .02 |
| 116 | BILOXI-GULFPORT-PASCAGOULA | 2,200 | .02 |
| 116 | BIRMINGHAM | 2,200 | .02 |
| 116 | HUNTSVILLE-DECATUR-FLORENCE | 2,200 | .02 |
| 116 | LEXINGTON | 2,200 | .02 |
| 120 | WILKES BARRE-SCRANTON | 2,000 | .02 |
| 121 | KNOXVILLE | 1,700 | .02 |
| 121 | SAVANNAH | 1,700 | .02 |
| 123 | BINGHAMTON | 1,600 | .02 |
| 123 | ERIE | 1,600 | .02 |
| 125 | BILLINGS-HARDIN | 1,500 | .02 |
| 125 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,500 | .02 |
| 125 | CHATTANOOGA | 1,500 | .02 |
| 125 | MACON | 1,500 | .02 |
| 129 | PORTLAND-POLAND SPRING | 1,400 | .01 |
| 129 | ROANOKE-LYNCHBURG | 1,400 | .01 |
| 129 | SPRINGFIELD, MO | 1,400 | .01 |
| 132 | GREEN BAY-APPLETON | 1,300 | .01 |
| 132 | LAFAYETTE, LA | 1,300 | .01 |
| 132 | PANAMA CITY | 1,300 | .01 |
| 135 | COLUMBIA-JEFFERSON CITY | 1,200 | .01 |
| 135 | MONTGOMERY-SELMA | 1,200 | .01 |
| 137 | CHARLESTON-HUNTINGTON | 1,000 | .01 |
| 137 | FARGO | 1,000 | .01 |
| 137 | JACKSON, MS | 1,000 | .01 |
| 137 | JOHNSTOWN-ALTOONA | 1,000 | .01 |
| 141 | MISSOULA | 900 | .01 |
| 142 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 800 | .01 |
| 142 | EVANSVILLE | 800 | .01 |
| 142 | MONROE-EL DORADO | 800 | .01 |
| 145 | JOPLIN-PITTSBURG | 700 | .01 |
| 145 | WILMINGTON | 700 | .01 |
| 147 | GREAT FALLS | 600 | .01 |
| 147 | TERRE HAUTE | 600 | .01 |
| 149 | ALBANY, GA | 500 | .01 |
| 149 | DULUTH-SUPERIOR | 500 | .01 |
| 149 | WHEELING-STEUBENVILLE | 500 | .01 |
| 152 | BANGOR | 400 | - |
| 153 | SIOUX FALLS-MITCHELL | 300 | - |
| 153 | TRAVERSE CITY-CADILLAC | 300 | - |
| 153 | WAUSAU-RHINELANDER | 300 | - |
| 156 | QUINCY-HANNIBAL | 100 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL PERSONS 12-24

US TOTAL 31,118,300

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 2,721,800 | 8.75 |
| 2 | LOS ANGELES | 2,245,800 | 7.22 |
| 3 | CHICAGO | 1,427,000 | 4.59 |
| 4 | PHILADELPHIA | 858,900 | 2.76 |
| 5 | DALLAS-FT. WORTH | 764,400 | 2.46 |
| 6 | DETROIT | 762,400 | 2.45 |
| 7 | WASHINGTON, DC | 724,400 | 2.33 |
| 8 | HOUSTON | 712,600 | 2.29 |
| 9 | BOSTON | 690,600 | 2.22 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 581,200 | 1.87 |
| 11 | ATLANTA | 555,000 | 1.78 |
| 12 | SAN DIEGO | 519,800 | 1.67 |
| 13 | MINNEAPOLIS-ST. PAUL | 439,600 | 1.41 |
| 14 | SEATTLE-TACOMA | 436,500 | 1.40 |
| 15 | SACRAMENTO-STOCKTON | 425,100 | 1.37 |
| 16 | ST. LOUIS | 423,200 | 1.36 |
| 17 | BALTIMORE | 411,400 | 1.32 |
| 18 | PHOENIX | 397,600 | 1.28 |
| 19 | CLEVELAND | 352,600 | 1.13 |
| 20 | MIAMI-FT.LAUDERDALE | 343,100 | 1.10 |
| 21 | ORLANDO-DAYTONA BEACH-MELBOURNE | 335,300 | 1.08 |
| 22 | PITTSBURGH | 328,300 | 1.06 |
| 23 | TAMPA-ST.PETERSBURG | 315,900 | 1.02 |
| 24 | DENVER | 314,900 | 1.01 |
| 25 | SALT LAKE CITY | 314,200 | 1.01 |
| 26 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 306,100 | .98 |
| 27 | HARTFORD-NEW HAVEN | 283,800 | .91 |
| 28 | COLUMBUS, OH | 276,200 | .89 |
| 29 | PORTLAND, OR | 274,600 | .88 |
| 30 | KANSAS CITY | 271,600 | .87 |
| 31 | SAN ANTONIO | 268,400 | .86 |
| 32 | PROVIDENCE-NEW BEDFORD | 264,000 | .85 |
| 33 | CINCINNATI | 262,300 | .84 |
| 34 | INDIANAPOLIS | 260,600 | .84 |
| 35 | MILWAUKEE | 254,900 | .82 |
| 36 | HARRISBURG-YORK-LANCASTER-LEBANON | 253,900 | .82 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 245,400 | .79 |
| 38 | NEW ORLEANS | 232,400 | .75 |
| 39 | CHARLOTTE | 222,600 | .72 |
| 40 | BUFFALO | 206,200 | .66 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 200,500 | .64 |
| 42 | MEMPHIS | 193,700 | .62 |
| 43 | NASHVILLE | 187,100 | .60 |
| 44 | DAYTON | 183,000 | .59 |
| 45 | OKLAHOMA CITY | 182,400 | .59 |
| 46 | AUSTIN, TX | 180,000 | .58 |
| 47 | GREENSBORO-WINSTON SALEM-HIGH POINT | 177,300 | .57 |
| 48 | JACKSONVILLE | 177,200 | .57 |
| 49 | ROCHESTER, NY | 175,900 | .57 |
| 50 | FLINT-SAGINAW-BAY CITY | 169,000 | .54 |
| 51 | LOUISVILLE | 168,000 | .54 |
| 52 | ALBANY-SCHENECTADY-TROY | 163,500 | .53 |
| 53 | BIRMINGHAM | 162,700 | .52 |
| 54 | MOBILE-PENSACOLA | 158,800 | .51 |
| 55 | MCALLEN-BROWNSVILLE: LRGV | 158,100 | .51 |
| 55 | RALEIGH-DURHAM | 158,100 | .51 |
| 57 | RICHMOND | 156,800 | .50 |
| 58 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 155,800 | .50 |
| 59 | EL PASO | 139,600 | .45 |
| 60 | FRESNO-VISALIA | 135,700 | .44 |
| 61 | TUCSON | 135,500 | .44 |
| 62 | LAS VEGAS | 135,200 | .43 |
| 63 | SYRACUSE | 130,500 | .42 |
| 64 | TOLEDO | 130,200 | .42 |
| 64 | TULSA | 130,200 | .42 |
| 66 | LANSING | 128,400 | .41 |
| 67 | ALBUQUERQUE | 124,500 | .40 |
| 68 | SPRINGFIELD, MA | 123,800 | .40 |
| 69 | SALINAS-MONTEREY | 117,200 | .38 |
| 70 | LITTLE ROCK | 115,100 | .37 |
| 71 | KNOXVILLE | 114,600 | .37 |
| 72 | OMAHA | 113,800 | .37 |
| 72 | SPRINGFIELD-DECATUR-CHAMPAIGN | 113,800 | .37 |
| 74 | BATON ROUGE | 112,600 | .36 |
| 75 | WILKES BARRE-SCRANTON | 109,600 | .35 |
| 76 | CHARLESTON, SC | 107,700 | .35 |
| 77 | WACO-TEMPLE-BRYAN | 105,800 | .34 |
| 78 | COLORADO SPRINGS-PUEBLO | 103,300 | .33 |
| 79 | CHARLESTON-HUNTINGTON | 98,800 | .32 |
| 80 | DES MOINES | 96,700 | .31 |
| 81 | COLUMBIA, SC | 96,400 | .31 |
| 82 | PEORIA-BLOOMINGTON | 96,000 | .31 |
| 83 | WICHITA-HUTCHINSON | 95,900 | .31 |
| 84 | SHREVEPORT-TEXARKANA | 93,200 | .30 |
| 85 | BAKERSFIELD | 90,900 | .29 |
| 86 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 89,200 | .29 |
| 87 | LEXINGTON | 88,900 | .29 |
| 88 | SOUTH BEND-ELKHART | 85,300 | .27 |
| 89 | FT. WAYNE | 83,800 | .27 |
| 90 | FT. SMITH | 83,100 | .27 |
| 90 | YOUNGSTOWN | 83,100 | .27 |
| 92 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 81,400 | .26 |
| 93 | MADISON | 80,600 | .26 |
| 94 | CHATTANOOGA | 80,100 | .26 |
| 94 | JACKSON, MS | 80,100 | .26 |
| 96 | AUGUSTA | 78,900 | .25 |
| 97 | ROANOKE-LYNCHBURG | 77,600 | .25 |
| 98 | SPOKANE | 77,000 | .25 |
| 99 | HUNTSVILLE-DECATUR-FLORENCE | 75,300 | .24 |
| 100 | TALLAHASSEE-THOMASVILLE | 75,100 | .24 |
| 101 | CHICO-REDDING | 74,200 | .24 |
| 102 | LINCOLN-HASTINGS-KEARNEY | 71,600 | .23 |
| 103 | CORPUS CHRISTI | 68,000 | .22 |
| 104 | MONTGOMERY-SELMA | 67,800 | .22 |
| 105 | GREENVILLE-NEW BERN-WASHINGTON | 67,300 | .22 |

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 106 | GREEN BAY-APPLETON | 64,400 | .21 |
| 107 | BURLINGTON-PLATTSBURGH | 64,100 | .21 |
| 108 | BEAUMONT-PORT ARTHUR | 63,900 | .21 |
| 109 | PORTLAND-POLAND SPRING | 63,000 | .20 |
| 110 | JOHNSTOWN-ALTOONA | 62,900 | .20 |
| 111 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 61,400 | .20 |
| 112 | MACON | 57,100 | .18 |
| 113 | ROCKFORD | 56,900 | .18 |
| 114 | BILOXI-GULFPORT-PASCAGOULA | 56,200 | .18 |
| 115 | BOISE | 55,300 | .18 |
| 116 | TYLER-LONGVIEW-JACKSONVILLE | 54,800 | .18 |
| 117 | LUBBOCK | 53,900 | .17 |
| 118 | ERIE | 53,800 | .17 |
| 119 | EVANSVILLE | 53,000 | .17 |
| 119 | SAVANNAH | 53,000 | .17 |
| 121 | WICHITA FALLS-LAWTON | 52,800 | .17 |
| 122 | COLUMBUS, GA | 52,700 | .17 |
| 123 | EUGENE | 52,600 | .17 |
| 124 | SPRINGFIELD, MO | 51,600 | .17 |
| 125 | BINGHAMTON | 47,600 | .15 |
| 126 | DULUTH-SUPERIOR | 47,200 | .15 |
| 127 | WHEELING-STEUBENVILLE | 44,800 | .14 |
| 128 | RENO | 43,800 | .14 |
| 129 | ODESSA-MIDLAND | 42,900 | .14 |
| 130 | MONROE-EL DORADO | 42,700 | .14 |
| 131 | COLUMBIA-JEFFERSON CITY | 42,500 | .14 |
| [illegible] | FARGO | 39,100 | .13 |
| [illegible] | IDAHO FALLS-POCATELLO | 35,900 | .12 |
| 134 | AMARILLO | 34,900 | .11 |
| 135 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 34,500 | .11 |
| 136 | LAFAYETTE, LA | 33,300 | .11 |
| 137 | WILMINGTON | 33,100 | .11 |
| 138 | TERRE HAUTE | 32,700 | .11 |
| 139 | ABILENE-SWEETWATER | 32,400 | .10 |
| 140 | JOPLIN-PITTSBURG | 31,600 | .10 |
| 141 | BANGOR | 30,700 | .10 |
| 142 | WAUSAU-RHINELANDER | 30,000 | .10 |
| 143 | TOPEKA | 29,900 | .10 |
| 144 | SIOUX FALLS-MITCHELL | 27,800 | .09 |
| 145 | WATERTOWN-CARTHAGE | 25,400 | .08 |
| 146 | ALBANY, GA | 23,800 | .08 |
| 147 | MEDFORD | 23,700 | .08 |
| 148 | PANAMA CITY | 23,300 | .07 |
| 149 | MISSOULA | 23,100 | .07 |
| 150 | EUREKA | 21,500 | .07 |
| 151 | SIOUX CITY | 20,900 | .07 |
| 152 | BILLINGS-HARDIN | 19,300 | .06 |
| 153 | GRAND JUNCTION-DURANGO | 16,000 | .05 |
| 154 | QUINCY-HANNIBAL | 15,700 | .05 |
| 154 | TRAVERSE CITY-CADILLAC | 15,700 | .05 |
| 156 | GREAT FALLS | 13,200 | .04 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK PERSONS 12-24** US TOTAL 5,029,300

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 616,100 | 12.25 |
| 2 | CHICAGO | 329,200 | 6.55 |
| 3 | WASHINGTON, DC | 212,200 | 4.22 |
| 4 | DETROIT | 205,500 | 4.09 |
| 5 | LOS ANGELES | 201,000 | 4.00 |
| 6 | PHILADELPHIA | 190,700 | 3.79 |
| 7 | ATLANTA | 170,500 | 3.39 |
| 8 | HOUSTON | 143,500 | 2.85 |
| 9 | DALLAS-FT. WORTH | 125,100 | 2.49 |
| 10 | BALTIMORE | 124,200 | 2.47 |
| 11 | NEW ORLEANS | 96,400 | 1.92 |
| 12 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 96,000 | 1.91 |
| 13 | ST. LOUIS | 93,200 | 1.85 |
| 14 | MEMPHIS | 90,800 | 1.81 |
| 15 | MIAMI-FT.LAUDERDALE | 82,800 | 1.65 |
| 16 | SAN FRANCISCO-OAKLAND-SAN JOSE | 81,700 | 1.62 |
| 17 | CLEVELAND | 72,900 | 1.45 |
| 18 | CHARLOTTE | 54,500 | 1.08 |
| 19 | RICHMOND | 52,300 | 1.04 |
| 20 | BIRMINGHAM | 50,800 | 1.01 |
| 21 | BOSTON | 49,700 | .99 |
| 22 | MILWAUKEE | 47,500 | .94 |
| 23 | ORLANDO-DAYTONA BEACH-MELBOURNE | 46,700 | .93 |
| 24 | GREENSBORO-WINSTON SALEM-HIGH POINT | 44,500 | .88 |
| 24 | RALEIGH-DURHAM | 44,500 | .88 |
| 26 | KANSAS CITY | 41,900 | .83 |
| 27 | SAN DIEGO | 41,600 | .83 |
| 28 | JACKSON, MS | 41,300 | .82 |
| 29 | JACKSONVILLE | 41,200 | .82 |
| 30 | MOBILE-PENSACOLA | 40,900 | .81 |
| 31 | TAMPA-ST.PETERSBURG | 40,700 | .81 |
| 32 | CINCINNATI | 38,500 | .77 |
| 33 | HARTFORD-NEW HAVEN | 38,300 | .76 |
| 34 | BATON ROUGE | 38,200 | .76 |
| 35 | INDIANAPOLIS | 38,100 | .76 |
| 36 | COLUMBUS, OH | 37,400 | .74 |
| 37 | PITTSBURGH | 35,000 | .70 |
| 38 | SHREVEPORT-TEXARKANA | 34,900 | .69 |
| 39 | CHARLESTON, SC | 34,700 | .69 |
| 40 | NASHVILLE | 34,600 | .69 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 34,500 | .69 |
| 41 | LITTLE ROCK | 34,500 | .69 |
| 43 | COLUMBIA, SC | 34,100 | .68 |
| 44 | MONTGOMERY-SELMA | 32,800 | .65 |
| 45 | SACRAMENTO-STOCKTON | 29,800 | .59 |
| 46 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 29,500 | .59 |
| 47 | FLINT-SAGINAW-BAY CITY | 28,400 | .56 |
| 48 | AUGUSTA | 28,200 | .56 |
| 49 | DAYTON | 28,000 | .56 |
| 50 | SEATTLE-TACOMA | 26,900 | .53 |
| 51 | LOUISVILLE | 26,500 | .53 |
| 52 | BUFFALO | 26,300 | .52 |
| 53 | TALLAHASSEE-THOMASVILLE | 25,400 | .51 |
| 54 | OKLAHOMA CITY | 23,700 | .47 |
| 55 | MACON | 23,500 | .47 |
| 56 | GREENVILLE-NEW BERN-WASHINGTON | 23,400 | .47 |
| 57 | SAVANNAH | 21,700 | .43 |
| 58 | WACO-TEMPLE-BRYAN | 21,600 | .43 |
| 59 | ROCHESTER, NY | 21,500 | .43 |
| 60 | MINNEAPOLIS-ST. PAUL | 21,400 | .43 |
| 61 | COLUMBUS, GA | 21,200 | .42 |
| 62 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 19,800 | .39 |
| 63 | DENVER | 19,600 | .39 |
| 64 | SAN ANTONIO | 19,000 | .38 |
| 65 | AUSTIN, TX | 17,800 | .35 |
| 66 | BEAUMONT-PORT ARTHUR | 17,700 | .35 |
| 67 | HUNTSVILLE-DECATUR-FLORENCE | 17,600 | .35 |
| 68 | PHOENIX | 16,800 | .33 |
| 69 | LAS VEGAS | 16,600 | .33 |
| 70 | TOLEDO | 15,700 | .31 |
| 71 | MONROE-EL DORADO | 15,400 | .31 |
| 72 | BILOXI-GULFPORT-PASCAGOULA | 13,600 | .27 |
| 73 | ALBANY, GA | 13,500 | .27 |
| 73 | HARRISBURG-YORK-LANCASTER-LEBANON | 13,500 | .27 |
| 73 | SPRINGFIELD-DECATUR-CHAMPAIGN | 13,500 | .27 |
| 76 | ROANOKE-LYNCHBURG | 13,200 | .26 |
| 76 | TYLER-LONGVIEW-JACKSONVILLE | 13,200 | .26 |
| 78 | TULSA | 13,000 | .26 |
| 79 | CHATTANOOGA | 12,300 | .24 |
| 80 | LANSING | 11,600 | .23 |
| 81 | OMAHA | 11,400 | .23 |
| 82 | YOUNGSTOWN | 11,300 | .22 |
| 83 | ALBANY-SCHENECTADY-TROY | 10,600 | .21 |
| 84 | SYRACUSE | 9,700 | .19 |
| 85 | PROVIDENCE-NEW BEDFORD | 9,600 | .19 |
| 86 | PORTLAND, OR | 9,500 | .19 |
| 87 | LAFAYETTE, LA | 9,200 | .18 |
| 88 | SPRINGFIELD, MA | 9,100 | .18 |
| 89 | LEXINGTON | 8,600 | .17 |
| 89 | WICHITA FAI .S-LAWTON | 8,600 | .17 |
| 91 | KNOXVILLE | 8,500 | .17 |
| 91 | WICHITA-HUTCHINSON | 8,500 | .17 |
| 93 | PEORIA-BLOOMINGTON | 8,400 | .17 |
| 94 | COLORADO SPRINGS-PUEBLO | 8,100 | .16 |
| 95 | FRESNO-VISALIA | 7,600 | .15 |
| 96 | WILMINGTON | 7,500 | .15 |
| 97 | SOUTH BEND-ELKHART | 7,400 | .15 |
| 98 | FT. WAYNE | 7,300 | .15 |
| 99 | SALINAS-MONTEREY | 6,600 | .13 |
| 100 | ROCKFORD | 6,100 | .12 |
| 101 | BAKERSFIELD | 5,800 | .12 |
| 102 | EL PASO | 5,400 | .11 |
| 103 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 4,700 | .09 |
| 104 | TUCSON | 4,600 | .09 |
| 105 | CHARLESTON-HUNTINGTON | 4,500 | .09 |
| 106 | LUBBOCK | 4,100 | .08 |
| 107 | ERIE | 3,700 | .07 |
| 108 | DES MOINES | 3,600 | .07 |
| 109 | COLUMBIA-JEFFERSON CITY | 3,500 | .07 |
| 109 | EVANSVILLE | 3,500 | .07 |
| 111 | ALBUQUERQUE | 3,100 | .06 |
| 111 | PANAMA CITY | 3,100 | .06 |
| 113 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 3,000 | .06 |
| 114 | ODESSA-MIDLAND | 2,900 | .06 |
| 114 | SALT LAKE CITY | 2,900 | .06 |
| 114 | TOPEKA | 2,900 | .06 |
| 117 | MADISON | 2,800 | .06 |
| 118 | CORPUS CHRISTI | 2,600 | .05 |
| 118 | WATERTOWN-CARTHAGE | 2,600 | .05 |
| 120 | FT. SMITH | 2,500 | .05 |
| 121 | AMARILLO | 2,200 | .04 |
| 122 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 2,100 | .04 |
| 123 | ABILENE-SWEETWATER | 2,000 | .04 |
| 124 | WILKES BARRE-SCRANTON | 1,800 | .04 |
| 125 | LINCOLN-HASTINGS-KEARNEY | 1,700 | .03 |
| 126 | TERRE HAUTE | 1,500 | .03 |
| 126 | WHEELING-STEUBENVILLE | 1,500 | .03 |
| 128 | BINGHAMTON | 1,400 | .03 |
| 128 | BURLINGTON-PLATTSBURGH | 1,400 | .03 |
| 130 | RENO | 1,300 | .03 |
| 131 | SPOKANE | 1,200 | .02 |
| 132 | JOHNSTOWN-ALTOONA | 1,100 | .02 |
| 133 | CHICO-REDDING | 1,000 | .02 |
| 133 | SPRINGFIELD, MO | 1,000 | .02 |
| 135 | EUGENE | 600 | .01 |
| 136 | GREEN BAY-APPLETON | 500 | .01 |
| 136 | JOPLIN-PITTSBURG | 500 | .01 |
| 136 | PORTLAND-POLAND SPRING | 500 | .01 |
| 136 | QUINCY-HANNIBAL | 500 | .01 |
| 136 | SIOUX CITY | 500 | .01 |
| 141 | BOISE | 400 | .01 |
| 141 | DULUTH-SUPERIOR | 400 | .01 |
| 141 | MCALLEN-BROWNSVILLE: LRGV | 400 | .01 |
| 141 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 400 | .01 |
| 145 | EUREKA | 300 | .01 |
| 145 | FARGO | 300 | .01 |
| 145 | GREAT FALLS | 300 | .01 |
| 148 | BANGOR | 200 | - |
| 148 | IDAHO FALLS-POCATELLO | 200 | - |
| 148 | MISSOULA | 200 | - |
| 148 | SIOUX FALLS-MITCHELL | 200 | - |
| 152 | BILLINGS-HARDIN | 100 | - |
| 152 | GRAND JUNCTION-DURANGO | 100 | - |
| 152 | TRAVERSE CITY-CADILLAC | 100 | - |
| 152 | WAUSAU-RHINELANDER | 100 | - |
| 156 | MEDFORD | | |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC PERSONS 12-24

US TOTAL 4,340,700

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,047,500 | 24.13 |
| 2 | NEW YORK | 584,600 | 13.47 |
| 3 | CHICAGO | 229,100 | 5.28 |
| 4 | HOUSTON | 192,900 | 4.44 |
| 5 | MIAMI-FT. LAUDERDALE | 172,300 | 3.97 |
| 6 | SAN ANTONIO | 144,000 | 3.32 |
| 7 | MCALLEN-BROWNSVILLE: LRGV | 142,300 | 3.28 |
| 8 | DALLAS-FT. WORTH | 139,900 | 3.22 |
| 9 | SAN DIEGO | 139,700 | 3.22 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 111,000 | 2.56 |
| 11 | EL PASO | 103,100 | 2.38 |
| 12 | PHOENIX | 87,700 | 2.02 |
| 13 | SACRAMENTO-STOCKTON | 87,400 | 2.01 |
| 14 | FRESNO-VISALIA | 59,100 | 1.36 |
| 15 | WASHINGTON, DC | 57,500 | 1.32 |
| 16 | ALBUQUERQUE | 56,100 | 1.29 |
| 17 | DENVER | 50,700 | 1.17 |
| 18 | BOSTON | 50,300 | 1.16 |
| 19 | PHILADELPHIA | 44,800 | 1.03 |
| 20 | TUCSON | 44,700 | 1.03 |
| 21 | SALINAS-MONTEREY | 43,800 | 1.01 |
| 22 | AUSTIN, TX | 42,800 | .99 |
| 23 | CORPUS CHRISTI | 41,400 | .95 |
| 24 | BAKERSFIELD | 35,600 | .82 |
| 25 | HARTFORD-NEW HAVEN | 32,700 | .75 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 31,200 | .72 |
| 27 | TAMPA-ST. PETERSBURG | 30,000 | .69 |
| 28 | LAS VEGAS | 20,600 | .47 |
| 29 | DETROIT | 19,000 | .44 |
| 30 | SALT LAKE CITY | 18,700 | .43 |
| 31 | SEATTLE-TACOMA | 18,200 | .42 |
| 32 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 17,900 | .41 |
| 33 | COLORADO SPRINGS-PUEBLO | 17,600 | .41 |
| 34 | PORTLAND, OR | 17,200 | .40 |
| 35 | ODESSA-MIDLAND | 15,900 | .37 |
| 36 | ATLANTA | 15,300 | .35 |
| 37 | PROVIDENCE-NEW BEDFORD | 15,100 | .35 |
| 38 | WACO-TEMPLE-BRYAN | 14,200 | .33 |
| 39 | SPRINGFIELD, MA | 14,100 | .32 |
| 40 | LUBBOCK | 13,100 | .30 |
| 41 | MILWAUKEE | 13,000 | .30 |
| 42 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 11,900 | .27 |
| 43 | CLEVELAND | 11,500 | .26 |
| 44 | NEW ORLEANS | 10,700 | .25 |
| 45 | KANSAS CITY | 10,400 | .24 |
| 46 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 9,600 | .22 |
| 47 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 9,300 | .21 |
| 48 | OKLAHOMA CITY | 9,100 | .21 |
| 49 | MINNEAPOLIS-ST. PAUL | 9,000 | .21 |
| 50 | HARRISBURG-YORK-LANCASTER-LEBANON | 8,700 | .20 |
| 51 | CHICO-REDDING | 8,000 | .18 |
| 52 | ROCHESTER, NY | 7,900 | .18 |
| 53 | BALTIMORE | 6,900 | .16 |
| 54 | FLINT-SAGINAW-BAY CITY | 6,800 | .16 |
| 55 | AMARILLO | 6,500 | .15 |
| 56 | BUFFALO | 6,300 | .15 |
| 57 | ABILENE-SWEETWATER | 6,200 | .14 |
| 58 | RENO | 6,100 | .14 |
| 59 | ST. LOUIS | 5,700 | .13 |
| 60 | TOLEDO | 5,500 | .13 |
| 61 | JACKSONVILLE | 5,300 | .12 |
| 62 | LANSING | 5,200 | .12 |
| 63 | WICHITA-HUTCHINSON | 5,100 | .12 |
| 64 | WICHITA FALLS-LAWTON | 4,800 | .11 |
| 65 | ALBANY-SCHENECTADY-TROY | 4,700 | .11 |
| 66 | BOISE | 4,300 | .10 |
| 67 | TYLER-LONGVIEW-JACKSONVILLE | 4,200 | .10 |
| 68 | OMAHA | 4,000 | .09 |
| 69 | BEAUMONT-PORT ARTHUR | 3,400 | .08 |
| 69 | TULSA | 3,400 | .08 |
| 71 | INDIANAPOLIS | 3,100 | .07 |
| 72 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,000 | .07 |
| 73 | COLUMBUS, OH | 2,800 | .06 |
| 73 | SYRACUSE | 2,800 | .06 |
| 75 | RALEIGH-DURHAM | 2,700 | .06 |
| 75 | SOUTH BEND-ELKHART | 2,700 | .06 |
| 77 | IDAHO FALLS-POCATELLO | 2,600 | .06 |
| 77 | ROCKFORD | 2,600 | .06 |
| 79 | CHARLOTTE | 2,500 | .06 |
| 79 | MOBILE-PENSACOLA | 2,500 | .06 |
| 79 | PITTSBURGH | 2,500 | .06 |
| 82 | SPRINGFIELD-DECATUR-CHAMPAIGN | 2,300 | .05 |
| 83 | TALLAHASSEE-THOMASVILLE | 2,200 | .05 |
| 84 | CHARLESTON, SC | 2,100 | .05 |
| 84 | COLUMBUS, GA | 2,100 | .05 |
| 84 | LINCOLN-HASTINGS-KEARNEY | 2,100 | .05 |
| 84 | MEMPHIS | 2,100 | .05 |
| 84 | SPOKANE | 2,100 | .05 |
| 89 | DAYTON | 2,000 | .05 |
| 89 | DES MOINES | 2,000 | .05 |
| 89 | RICHMOND | 2,000 | .05 |
| 92 | EUGENE | 1,900 | .04 |
| 92 | FT. WAYNE | 1,900 | .04 |
| 92 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,900 | .04 |
| 95 | MADISON | 1,800 | .04 |
| 95 | TOPEKA | 1,800 | .04 |
| 97 | CINCINNATI | 1,700 | .04 |
| 97 | GRAND JUNCTION-DURANGO | 1,700 | .04 |
| 97 | GREENSBORO-WINSTON SALEM-HIGH POINT | 1,700 | .04 |
| 100 | BATON ROUGE | 1,600 | .04 |
| 100 | PEORIA-BLOOMINGTON | 1,600 | .04 |
| 102 | COLUMBIA, SC | 1,500 | .03 |
| 102 | FT. SMITH | 1,500 | .03 |
| 102 | GREENVILLE-NEW BERN-WASHINGTON | 1,500 | .03 |
| 102 | MEDFORD | 1,500 | .03 |
| 102 | NASHVILLE | 1,500 | .03 |
| 102 | YOUNGSTOWN | 1,500 | .03 |
| 108 | AUGUSTA | 1,400 | .03 |
| 109 | EUREKA | 1,300 | .03 |
| 109 | LOUISVILLE | 1,300 | .03 |
| 111 | SHREVEPORT-TEXARKANA | 1,200 | .03 |
| 112 | BURLINGTON-PLATTSBURGH | 1,100 | .03 |
| 112 | WATERTOWN-CARTHAGE | 1,100 | .03 |
| 114 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,000 | .02 |
| 114 | LITTLE ROCK | 1,000 | .02 |
| 114 | WILKES BARRE-SCRANTON | 1,000 | .02 |
| 117 | BILOXI-GULFPORT-PASCAGOULA | 900 | .02 |
| 117 | BINGHAMTON | 900 | .02 |
| 117 | BIRMINGHAM | 900 | .02 |
| 117 | ERIE | 900 | .02 |
| 117 | KNOXVILLE | 900 | .02 |
| 117 | LEXINGTON | 900 | .02 |
| 117 | SIOUX CITY | 900 | .02 |
| 124 | BILLINGS-HARDIN | 800 | .02 |
| 124 | HUNTSVILLE-DECATUR-FLORENCE | 800 | .02 |
| 124 | SAVANNAH | 800 | .02 |
| 127 | GREEN BAY-APPLETON | 700 | .02 |
| 127 | ROANOKE-LYNCHBURG | 700 | .02 |
| 129 | CHATTANOOGA | 600 | .01 |
| 129 | COLUMBIA-JEFFERSON CITY | 600 | .01 |
| 129 | FARGO | 600 | .01 |
| 129 | MACON | 600 | .01 |
| 129 | PORTLAND-POLAND SPRING | 600 | .01 |
| 134 | CHARLESTON-HUNTINGTON | 500 | .01 |
| 134 | DULUTH-SUPERIOR | 500 | .01 |
| 134 | LAFAYETTE, LA | 500 | .01 |
| 134 | PANAMA CITY | 500 | .01 |
| 134 | SPRINGFIELD, MO | 500 | .01 |
| 139 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 400 | .01 |
| 139 | GREAT FALLS | 400 | .01 |
| 139 | JACKSON, MS | 400 | .01 |
| 139 | MONTGOMERY-SELMA | 400 | .01 |
| 143 | BANGOR | 300 | .01 |
| 143 | JOHNSTOWN-ALTOONA | 300 | .01 |
| 143 | JOPLIN-PITTSBURG | 300 | .01 |
| 143 | MISSOULA | 300 | .01 |
| 143 | MONROE-EL DORADO | 300 | .01 |
| 148 | ALBANY, GA | 200 | - |
| 148 | EVANSVILLE | 200 | - |
| 148 | SIOUX FALLS-MITCHELL | 200 | - |
| 148 | TRAVERSE CITY-CADILLAC | 200 | - |
| 148 | WAUSAU-RHINELANDER | 200 | - |
| 148 | WHEELING-STEUBENVILLE | 200 | - |
| 148 | WILMINGTON | 200 | - |
| 155 | QUINCY-HANNIBAL | 100 | - |
| 155 | TERRE HAUTE | 100 | - |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL PERSONS 12-34** US TOTAL 60,672,200

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 5,415,400 | 8.93 |
| 2 | LOS ANGELES | 4,424,700 | 7.29 |
| 3 | CHICAGO | 2,812,700 | 4.64 |
| 4 | PHILADELPHIA | 1,680,000 | 2.77 |
| 5 | DALLAS-FT. WORTH | 1,591,200 | 2.62 |
| 6 | WASHINGTON, DC | 1,520,800 | 2.51 |
| 7 | DETROIT | 1,478,000 | 2.44 |
| 8 | HOUSTON | 1,430,000 | 2.36 |
| 9 | BOSTON | 1,388,000 | 2.29 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 1,247,700 | 2.06 |
| 11 | ATLANTA | 1,140,700 | 1.88 |
| 12 | SAN DIEGO | 1,016,400 | 1.68 |
| 13 | MINNEAPOLIS-ST. PAUL | 933,700 | 1.54 |
| 14 | SEATTLE-TACOMA | 919,700 | 1.52 |
| 15 | BALTIMORE | 841,100 | 1.39 |
| 16 | ST. LOUIS | 838,900 | 1.38 |
| 17 | SACRAMENTO-STOCKTON | 837,300 | 1.38 |
| 18 | PHOENIX | 789,100 | 1.30 |
| 19 | CLEVELAND | 686,800 | 1.13 |
| 20 | ORLANDO-DAYTONA BEACH-MELBOURNE | 674,800 | 1.11 |
| 21 | MIAMI-FT. LAUDERDALE | 670,200 | 1.10 |
| 22 | DENVER | 667,000 | 1.10 |
| 23 | PITTSBURGH | 643,000 | 1.06 |
| 24 | TAMPA-ST. PETERSBURG | 641,800 | 1.06 |
| 25 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 588,200 | .97 |
| 26 | HARTFORD-NEW HAVEN | 570,100 | .94 |
| 27 | KANSAS CITY | 553,500 | .91 |
| 28 | PORTLAND, OR | 547,600 | .90 |
| 29 | SALT LAKE CITY | 533,300 | .88 |
| 30 | COLUMBUS, OH | 532,800 | .88 |
| 31 | CINCINNATI | 509,900 | .84 |
| 32 | INDIANAPOLIS | 506,900 | .84 |
| 33 | PROVIDENCE-NEW BEDFORD | 499,200 | .82 |
| 34 | MILWAUKEE | 499,100 | .82 |
| 35 | SAN ANTONIO | 497,100 | .82 |
| 36 | HARRISBURG-YORK-LANCASTER-LEBANON | 484,600 | .80 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 459,300 | .76 |
| 38 | NEW ORLEANS | 438,000 | .72 |
| 39 | CHARLOTTE | 434,500 | .72 |
| 40 | BUFFALO | 392,200 | .65 |
| 41 | NASHVILLE | 369,900 | .61 |
| 42 | MEMPHIS | 365,700 | .60 |
| 43 | GREENVILLE-SPARTANBURG-ASHEVILLE | 365,300 | .60 |
| 44 | JACKSONVILLE | 350,800 | .58 |
| 45 | OKLAHOMA CITY | 348,100 | .57 |
| 46 | AUSTIN, TX | 346,500 | .57 |
| 47 | DAYTON | 340,800 | .56 |
| 48 | GREENSBORO-WINSTON SALEM-HIGH POINT | 337,700 | .56 |
| 49 | ROCHESTER, NY | 336,500 | .55 |
| 50 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 333,000 | .55 |
| 51 | LOUISVILLE | 325,600 | .54 |
| 52 | RICHMOND | 314,000 | .52 |
| 53 | BIRMINGHAM | 311,400 | .51 |
| 54 | FLINT-SAGINAW-BAY CITY | 310,000 | .51 |
| 54 | RALEIGH-DURHAM | 310,000 | .51 |
| 56 | ALBANY-SCHENECTADY-TROY | 305,700 | .50 |
| 57 | MOBILE-PENSACOLA | 292,200 | .48 |
| 58 | LAS VEGAS | 278,400 | .46 |
| 59 | TULSA | 253,200 | .42 |
| 60 | TUCSON | 252,500 | .42 |
| 61 | MCALLEN-BROWNSVILLE: LRGV | 251,900 | .42 |
| 62 | ALBUQUERQUE | 250,300 | .41 |
| 63 | FRESNO-VISALIA | 247,500 | .41 |
| 64 | EL PASO | 241,100 | .40 |
| 65 | SYRACUSE | 238,400 | .39 |
| 66 | TOLEDO | 233,900 | .39 |
| 67 | LANSING | 226,700 | .37 |
| 68 | SALINAS-MONTEREY | 224,200 | .37 |
| 69 | OMAHA | 224,000 | .37 |
| 70 | SPRINGFIELD, MA | 219,600 | .36 |
| 71 | LITTLE ROCK | 216,300 | .36 |
| 72 | KNOXVILLE | 211,600 | .35 |
| 73 | CHARLESTON, SC | 206,800 | .34 |
| 74 | SPRINGFIELD-DECATUR-CHAMPAIGN | 204,600 | .34 |
| 75 | BATON ROUGE | 201,800 | .33 |
| 76 | COLORADO SPRINGS-PUEBLO | 198,200 | .33 |
| 77 | WILKES BARRE-SCRANTON | 196,800 | .32 |
| 78 | WICHITA-HUTCHINSON | 191,300 | .32 |
| 79 | WACO-TEMPLE-BRYAN | 184,400 | .30 |
| 80 | COLUMBIA, SC | 181,000 | .30 |
| 81 | CHARLESTON-HUNTINGTON | 179,100 | .30 |
| 82 | DES MOINES | 178,200 | .29 |
| 83 | BAKERSFIELD | 175,900 | .29 |
| 84 | SHREVEPORT-TEXARKANA | 170,600 | .28 |
| 85 | PEORIA-BLOOMINGTON | 165,000 | .27 |
| 86 | LEXINGTON | 162,200 | .27 |
| 87 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 161,800 | .27 |
| 88 | FT. WAYNE | 159,400 | .26 |
| 89 | SOUTH BEND-ELKHART | 154,700 | .25 |
| 90 | MADISON | 151,500 | .25 |
| 90 | YOUNGSTOWN | 151,500 | .25 |
| 92 | FT. SMITH | 149,800 | .25 |
| 93 | HUNTSVILLE-DECATUR-FLORENCE | 149,000 | .25 |
| 94 | JACKSON, MS | 148,000 | .24 |
| 95 | AUGUSTA | 147,600 | .24 |
| 96 | CHATTANOOGA | 147,200 | .24 |
| 97 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 145,200 | .24 |
| 98 | ROANOKE-LYNCHBURG | 144,700 | .24 |
| 99 | SPOKANE | 143,100 | .24 |
| 100 | CHICO-REDDING | 131,400 | .22 |
| 101 | LINCOLN-HASTINGS-KEARNEY | 127,300 | .21 |
| 102 | TALLAHASSEE-THOMASVILLE | 126,800 | .21 |
| 103 | CORPUS CHRISTI | 125,200 | .21 |
| 104 | GREEN BAY-APPLETON | 124,500 | .21 |
| 105 | PORTLAND-POLAND SPRING | 123,200 | .20 |
| 106 | MONTGOMERY-SELMA | 122,700 | .20 |
| 107 | BURLINGTON-PLATTSBURGH | 119,200 | .20 |
| 108 | GREENVILLE-NEW BERN-WASHINGTON | 119,000 | .20 |
| 109 | BEAUMONT-PORT ARTHUR | 118,400 | .20 |
| 110 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 114,000 | .19 |
| 111 | JOHNSTOWN-ALTOONA | 112,700 | .19 |
| 112 | ROCKFORD | 110,100 | .18 |
| 113 | MACON | 106,700 | .18 |
| 114 | BOISE | 103,100 | .17 |
| 115 | BILOXI-GULFPORT-PASCAGOULA | 102,800 | .17 |
| 116 | EVANSVILLE | 102,500 | .17 |
| 117 | TYLER-LONGVIEW-JACKSONVILLE | 100,900 | .17 |
| 118 | SAVANNAH | 99,300 | .16 |
| 119 | WICHITA FALLS-LAWTON | 96,100 | .16 |
| 120 | COLUMBUS, GA | 95,200 | .16 |
| 121 | ERIE | 94,600 | .16 |
| 122 | EUGENE | 94,400 | .16 |
| 123 | LUBBOCK | 92,100 | .15 |
| 124 | RENO | 91,700 | .15 |
| 125 | SPRINGFIELD, MO | 90,300 | .15 |
| 126 | BINGHAMTON | 90,200 | .15 |
| 127 | DULUTH-SUPERIOR | 84,000 | .14 |
| 128 | ODESSA-MIDLAND | 83,900 | .14 |
| 129 | WHEELING-STEUBENVILLE | 79,200 | .13 |
| 130 | COLUMBIA-JEFFERSON CITY | 74,900 | .12 |
| 131 | MONROE-EL DORADO | 73,700 | .12 |
| 132 | FARGO | 67,100 | .11 |
| 133 | AMARILLO | 66,200 | .11 |
| 134 | LAFAYETTE, LA | 63,000 | .10 |
| 135 | IDAHO FALLS-POCATELLO | 62,400 | .10 |
| 136 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 61,700 | .10 |
| 137 | WILMINGTON | 60,300 | .10 |
| 138 | TOPEKA | 58,600 | .10 |
| 139 | ABILENE-SWEETWATER | 58,100 | .10 |
| 140 | WAUSAU-RHINELANDER | 57,100 | .09 |
| 141 | JOPLIN-PITTSBURG | 56,700 | .09 |
| 142 | TERRE HAUTE | 56,500 | .09 |
| 143 | SIOUX FALLS-MITCHELL | 54,600 | .09 |
| 144 | BANGOR | 54,300 | .09 |
| 145 | WATERTOWN-CARTHAGE | 46,200 | .08 |
| 146 | PANAMA CITY | 46,000 | .08 |
| 147 | MEDFORD | 43,000 | .07 |
| 148 | MISSOULA | 41,400 | .07 |
| 149 | ALBANY, GA | 41,100 | .07 |
| 150 | EUREKA | 39,900 | .07 |
| 151 | SIOUX CITY | 38,500 | .06 |
| 152 | BILLINGS-HARDIN | 37,100 | .06 |
| 153 | TRAVERSE CITY-CADILLAC | 30,600 | .05 |
| 154 | GRAND JUNCTION-DURANGO | 29,400 | .05 |
| 155 | QUINCY-HANNIBAL | 29,000 | .05 |
| 156 | GREAT FALLS | 25,800 | .04 |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### BLACK PERSONS 12-34

US TOTAL 9,121,700

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,127,700 | 12.36 |
| 2 | CHICAGO | 583,200 | 6.39 |
| 3 | WASHINGTON, DC | 424,200 | 4.65 |
| 4 | LOS ANGELES | 389,800 | 4.27 |
| 5 | DETROIT | 355,800 | 3.90 |
| 6 | PHILADELPHIA | 347,000 | 3.80 |
| 7 | ATLANTA | 333,300 | 3.65 |
| 8 | HOUSTON | 268,400 | 2.94 |
| 9 | DALLAS-FT. WORTH | 241,600 | 2.65 |
| 10 | BALTIMORE | 240,200 | 2.63 |
| 11 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 172,200 | 1.89 |
| 12 | NEW ORLEANS | 166,100 | 1.82 |
| 13 | ST. LOUIS | 161,100 | 1.77 |
| 14 | MEMPHIS | 159,500 | 1.75 |
| 15 | SAN FRANCISCO-OAKLAND-SAN JOSE | 157,500 | 1.73 |
| 16 | MIAMI-FT. LAUDERDALE | 150,200 | 1.65 |
| 17 | CLEVELAND | 132,500 | 1.45 |
| 18 | RICHMOND | 98,800 | 1.08 |
| 19 | CHARLOTTE | 97,200 | 1.07 |
| 20 | BOSTON | 93,300 | 1.02 |
| 21 | BIRMINGHAM | 90,700 | .99 |
| 22 | MILWAUKEE | 81,800 | .90 |
| 23 | ORLANDO-DAYTONA BEACH-MELBOURNE | 81,500 | .89 |
| 24 | RALEIGH-DURHAM | 81,300 | .89 |
| 25 | KANSAS CITY | 77,600 | .85 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 77,000 | .84 |
| 27 | SAN DIEGO | 76,900 | .84 |
| 28 | JACKSONVILLE | 74,600 | .82 |
| 29 | TAMPA-ST. PETERSBURG | 72,800 | .80 |
| 30 | MOBILE-PENSACOLA | 70,700 | .78 |
| 31 | JACKSON, MS | 70,400 | .77 |
| 32 | CINCINNATI | 70,100 | .77 |
| 33 | HARTFORD-NEW HAVEN | 68,900 | .76 |
| 34 | COLUMBUS, OH | 68,700 | .75 |
| 35 | INDIANAPOLIS | 68,600 | .75 |
| 36 | BATON ROUGE | 64,200 | .70 |
| 37 | NASHVILLE | 63,000 | .69 |
| 38 | CHARLESTON, SC | 61,400 | .67 |
| 38 | PITTSBURGH | 61,400 | .67 |
| 40 | COLUMBIA, SC | 61,200 | .67 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 60,000 | .66 |
| 42 | SHREVEPORT-TEXARKANA | 58,800 | .64 |
| 43 | LITTLE ROCK | 57,500 | .63 |
| 44 | SACRAMENTO-STOCKTON | 56,800 | .62 |
| 45 | MONTGOMERY-SELMA | 54,500 | .60 |
| 46 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 53,900 | .59 |
| 47 | SEATTLE-TACOMA | 52,000 | .57 |
| 48 | AUGUSTA | 49,600 | .54 |
| 49 | DAYTON | 47,800 | .52 |
| 50 | FLINT-SAGINAW-BAY CITY | 47,500 | .52 |
| 51 | LOUISVILLE | 47,000 | .52 |
| 52 | BUFFALO | 46,800 | .51 |
| 53 | OKLAHOMA CITY | 42,900 | .47 |
| 54 | MACON | 40,900 | .45 |
| 55 | MINNEAPOLIS-ST. PAUL | 40,800 | .45 |
| 56 | TALLAHASSEE-THOMASVILLE | 40,700 | .45 |
| 57 | GREENVILLE-NEW BERN-WASHINGTON | 39,800 | .44 |
| 58 | DENVER | 38,500 | .42 |
| 58 | WACO-TEMPLE-BRYAN | 38,500 | .42 |
| 60 | COLUMBUS, GA | 37,400 | .41 |
| 60 | ROCHESTER, NY | 37,400 | .41 |
| 62 | SAVANNAH | 37,100 | .41 |
| 63 | SAN ANTONIO | 35,100 | .38 |
| 64 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 33,700 | .37 |
| 65 | AUSTIN, TX | 32,600 | .36 |
| 66 | PHOENIX | 30,700 | .34 |
| 67 | BEAUMONT-PORT ARTHUR | 30,600 | .34 |
| 68 | LAS VEGAS | 30,300 | .33 |
| 69 | HUNTSVILLE-DECATUR-FLORENCE | 30,200 | .33 |
| 70 | TOLEDO | 26,800 | .29 |
| 71 | MONROE-EL DORADO | 24,800 | .27 |
| 72 | HARRISBURG-YORK-LANCASTER-LEBANON | 24,100 | .26 |
| 73 | ROANOKE-LYNCHBURG | 23,500 | .26 |
| 74 | BILOXI-GULFPORT-PASCAGOULA | 22,900 | .25 |
| 75 | TULSA | 22,800 | .25 |
| 76 | TYLER-LONGVIEW-JACKSONVILLE | 22,500 | .25 |
| 77 | SPRINGFIELD-DECATUR-CHAMPAIGN | 22,200 | .24 |
| 78 | ALBANY, GA | 21,400 | .23 |
| 79 | CHATTANOOGA | 21,300 | .23 |
| 80 | OMAHA | 20,600 | .23 |
| 81 | LANSING | 20,200 | .22 |
| 82 | YOUNGSTOWN | 18,800 | .21 |
| 83 | ALBANY-SCHENECTADY-TROY | 18,000 | .20 |
| 84 | PORTLAND, OR | 17,100 | .19 |
| 85 | PROVIDENCE-NEW BEDFORD | 17,000 | .19 |
| 86 | SYRACUSE | 16,200 | .18 |
| 87 | WICHITA-HUTCHINSON | 15,700 | .17 |
| 88 | LEXINGTON | 15,600 | .17 |
| 89 | LAFAYETTE, LA | 15,500 | .17 |
| 90 | SPRINGFIELD, MA | 15,300 | .17 |
| 91 | COLORADO SPRINGS-PUEBLO | 14,700 | .16 |
| 91 | KNOXVILLE | 14,700 | .16 |
| 93 | WICHITA FALLS-LAWTON | 14,600 | .16 |
| 94 | PEORIA-BLOOMINGTON | 13,400 | .15 |
| 95 | FRESNO-VISALIA | 13,100 | .14 |
| 96 | SALINAS-MONTEREY | 12,800 | .14 |
| 97 | FT. WAYNE | 12,400 | .14 |
| 97 | WILMINGTON | 12,400 | .14 |
| 99 | SOUTH BEND-ELKHART | 12,200 | .13 |
| 100 | BAKERSFIELD | 10,900 | .12 |
| 101 | ROCKFORD | 10,300 | .11 |
| 102 | EL PASO | 10,000 | .11 |
| 103 | TUCSON | 8,500 | .09 |
| 104 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 7,700 | .08 |
| 105 | CHARLESTON-HUNTINGTON | 7,500 | .08 |
| 106 | LUBBOCK | 7,100 | .08 |
| 107 | COLUMBIA-JEFFERSON CITY | 6,800 | .07 |
| 108 | EVANSVILLE | 6,500 | .07 |
| 109 | DES MOINES | 6,400 | .07 |
| 110 | ALBUQUERQUE | 5,900 | .06 |
| 111 | ERIE | 5,800 | .06 |
| 112 | PANAMA CITY | 5,600 | .06 |
| 113 | TOPEKA | 5,200 | .06 |
| 114 | MADISON | 5,000 | .05 |
| 114 | ODESSA-MIDLAND | 5,000 | .05 |
| 116 | SALT LAKE CITY | 4,900 | .05 |
| 116 | WATERTOWN-CARTHAGE | 4,900 | .05 |
| 118 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 4,800 | .05 |
| 119 | CORPUS CHRISTI | 4,700 | .05 |
| 120 | FT. SMITH | 4,400 | .05 |
| 121 | AMARILLO | 3,900 | .04 |
| 121 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 3,900 | .04 |
| 123 | ABILENE-SWEETWATER | 3,700 | .04 |
| 124 | BURLINGTON-PLATTSBURGH | 3,300 | .04 |
| 125 | WILKES BARRE-SCRANTON | 3,200 | .04 |
| 126 | WHEELING-STEUBENVILLE | 2,800 | .03 |
| 127 | TERRE HAUTE | 2,700 | .03 |
| 128 | LINCOLN-HASTINGS-KEARNEY | 2,600 | .03 |
| 129 | RENO | 2,500 | .03 |
| 130 | BINGHAMTON | 2,100 | .02 |
| 131 | JOHNSTOWN-ALTOONA | 2,000 | .02 |
| 131 | SPOKANE | 2,000 | .02 |
| 133 | SPRINGFIELD, MO | 1,700 | .02 |
| 134 | CHICO-REDDING | 1,500 | .02 |
| 135 | PORTLAND-POLAND SPRING | 1,000 | .01 |
| 135 | QUINCY-HANNIBAL | 1,000 | .01 |
| 137 | EUGENE | 900 | .01 |
| 137 | JOPLIN-PITTSBURG | 900 | .01 |
| 139 | GREEN BAY-APPLETON | 800 | .01 |
| 139 | SIOUX CITY | 800 | .01 |
| 141 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 700 | .01 |
| 142 | BOISE | 600 | .01 |
| 142 | DULUTH-SUPERIOR | 600 | .01 |
| 142 | GREAT FALLS | 600 | .01 |
| 145 | EUREKA | 500 | .01 |
| 146 | FARGO | 400 | - |
| 146 | IDAHO FALLS-POCATELLO | 400 | - |
| 146 | MCALLEN-BROWNSVILLE: LRGV | 400 | - |
| 146 | SIOUX FALLS-MITCHELL | 400 | - |
| 150 | BANGOR | 300 | - |
| 150 | GRAND JUNCTION-DURANGO | 300 | - |
| 152 | MEDFORD | 200 | - |
| 152 | MISSOULA | 200 | - |
| 152 | TRAVERSE CITY-CADILLAC | 200 | - |
| 152 | WAUSAU-RHINELANDER | 200 | - |
| 156 | BILLINGS-HARDIN | 100 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC PERSONS 12-34

US TOTAL 8,001,300

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,909,500 | 23.86 |
| 2 | NEW YORK | 1,121,200 | 14.01 |
| 3 | CHICAGO | 414,900 | 5.19 |
| 4 | HOUSTON | 366,000 | 4.57 |
| 5 | MIAMI-FT. LAUDERDALE | 349,000 | 4.36 |
| 6 | DALLAS-FT. WORTH | 266,300 | 3.33 |
| 7 | SAN ANTONIO | 255,700 | 3.20 |
| 8 | SAN DIEGO | 252,500 | 3.16 |
| 9 | MCALLEN-BROWNSVILLE: LRGV | 227,200 | 2.84 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 216,600 | 2.71 |
| 11 | EL PASO | 176,000 | 2.20 |
| 12 | SACRAMENTO-STOCKTON | 161,700 | 2.02 |
| 13 | PHOENIX | 157,200 | 1.96 |
| 14 | WASHINGTON, DC | 118,300 | 1.48 |
| 15 | ALBUQUERQUE | 107,900 | 1.35 |
| 16 | FRESNO-VISALIA | 104,700 | 1.31 |
| 17 | DENVER | 95,500 | 1.19 |
| 18 | BOSTON | 93,900 | 1.17 |
| 19 | PHILADELPHIA | 79,400 | .99 |
| 20 | SALINAS-MONTEREY | 79,300 | .99 |
| 21 | AUSTIN, TX | 79,200 | .99 |
| 22 | TUCSON | 78,800 | .98 |
| 23 | CORPUS CHRISTI | 71,800 | .90 |
| 24 | BAKERSFIELD | 65,200 | .81 |
| 25 | HARTFORD-NEW HAVEN | 57,700 | .72 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 57,300 | .72 |
| 27 | TAMPA-ST. PETERSBURG | 56,500 | .71 |
| 28 | LAS VEGAS | 39,400 | .49 |
| 29 | SEATTLE-TACOMA | 35,300 | .44 |
| 30 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 35,200 | .44 |
| 31 | DETROIT | 34,800 | .43 |
| 32 | SALT LAKE CITY | 32,500 | .41 |
| 33 | COLORADO SPRINGS-PUEBLO | 31,900 | .40 |
| 34 | PORTLAND, OR | 31,400 | .39 |
| 35 | ATLANTA | 30,800 | .38 |
| 36 | ODESSA-MIDLAND | 28,200 | .35 |
| 37 | PROVIDENCE-NEW BEDFORD | 27,400 | .34 |
| 38 | WACO-TEMPLE-BRYAN | 25,700 | .32 |
| 39 | SPRINGFIELD, MA | 23,600 | .29 |
| 40 | LUBBOCK | 23,000 | .29 |
| 40 | MILWAUKEE | 23,000 | .29 |
| 42 | CLEVELAND | 20,600 | .26 |
| 43 | NEW ORLEANS | 20,300 | .25 |
| 44 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 20,000 | .25 |
| 45 | KANSAS CITY | 19,600 | .24 |
| 46 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 17,900 | .22 |
| 47 | MINNEAPOLIS-ST. PAUL | 17,100 | .21 |
| 48 | OKLAHOMA CITY | 16,200 | .20 |
| 49 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 15,900 | .20 |
| 50 | HARRISBURG-YORK-LANCASTER-LEBANON | 14,900 | .19 |
| 51 | CHICO-REDDING | 13,700 | .17 |
| 51 | ROCHESTER, NY | 13,700 | .17 |
| 53 | BALTIMORE | 13,600 | .17 |
| 54 | AMARILLO | 11,700 | .15 |
| 55 | RENO | 11,600 | .14 |
| 56 | BUFFALO | 11,000 | .14 |
| 56 | FLINT-SAGINAW-BAY CITY | 11,000 | .14 |
| 56 | ST. LOUIS | 11,000 | .14 |
| 59 | ABILENE-SWEETWATER | 10,700 | .13 |
| 60 | JACKSONVILLE | 10,600 | .13 |
| 61 | WICHITA-HUTCHINSON | 9,500 | .12 |
| 62 | TOLEDO | 9,200 | .11 |
| 63 | LANSING | 8,800 | .11 |
| 64 | WICHITA FALLS-LAWTON | 8,600 | .11 |
| 65 | ALBANY-SCHENECTADY-TROY | 8,000 | .10 |
| 66 | TYLER-LONGVIEW-JACKSONVILLE | 7,800 | .10 |
| 67 | BOISE | 7,700 | .10 |
| 68 | OMAHA | 7,300 | .09 |
| 69 | TULSA | 6,700 | .08 |
| 70 | BEAUMONT-PORT ARTHUR | 6,000 | .07 |
| 71 | COLUMBUS, OH | 5,800 | .07 |
| 71 | INDIANAPOLIS | 5,800 | .07 |
| 73 | RALEIGH-DURHAM | 5,400 | .07 |
| 74 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 5,200 | .06 |
| 75 | CHARLOTTE | 5,100 | .06 |
| 76 | PITTSBURGH | 4,800 | .06 |
| 77 | MOBILE-PENSACOLA | 4,600 | .06 |
| 77 | SYRACUSE | 4,600 | .06 |
| 79 | RICHMOND | 4,500 | .06 |
| 79 | ROCKFORD | 4,500 | .06 |
| 79 | SOUTH BEND-ELKHART | 4,500 | .06 |
| 82 | IDAHO FALLS-POCATELLO | 4,400 | .05 |
| 83 | COLUMBUS, GA | 4,000 | .05 |
| 84 | MEMPHIS | 3,900 | .05 |
| 85 | CHARLESTON, SC | 3,800 | .05 |
| 86 | SPRINGFIELD-DECATUR-CHAMPAIGN | 3,700 | .05 |
| 86 | TALLAHASSEE-THOMASVILLE | 3,700 | .05 |
| 88 | DES MOINES | 3,600 | .04 |
| 88 | NASHVILLE | 3,600 | .04 |
| 88 | SPOKANE | 3,600 | .04 |
| 91 | CINCINNATI | 3,500 | .04 |
| 91 | FT. WAYNE | 3,500 | .04 |
| 91 | GREENVILLE-SPARTANBURG-ASHEVILLE | 3,500 | .04 |
| 94 | GREENSBORO-WINSTON SALEM-HIGH POINT | 3,400 | .04 |
| 94 | LINCOLN-HASTINGS-KEARNEY | 3,400 | .04 |
| 96 | DAYTON | 3,300 | .04 |
| 96 | TOPEKA | 3,300 | .04 |
| 98 | EUGENE | 3,200 | .04 |
| 98 | MADISON | 3,200 | .04 |
| 100 | GRAND JUNCTION-DURANGO | 3,100 | .04 |
| 101 | BATON ROUGE | 2,900 | .04 |
| 102 | COLUMBIA, SC | 2,800 | .03 |
| 102 | SHREVEPORT-TEXARKANA | 2,800 | .03 |
| 104 | BURLINGTON-PLATTSBURGH | 2,700 | .03 |
| 104 | MEDFORD | 2,700 | .03 |
| 104 | YOUNGSTOWN | 2,700 | .03 |
| 107 | AUGUSTA | 2,600 | .03 |
| 107 | FT. SMITH | 2,600 | .03 |
| 107 | PEORIA-BLOOMINGTON | 2,600 | .03 |
| 110 | LOUISVILLE | 2,500 | .03 |
| 111 | EUREKA | 2,200 | .03 |
| 111 | GREENVILLE-NEW BERN-WASHINGTON | 2,200 | .03 |
| 111 | WATERTOWN-CARTHAGE | 2,200 | .03 |
| 114 | LITTLE ROCK | 1,900 | .02 |
| 114 | SIOUX CITY | 1,900 | .02 |
| 116 | BIRMINGHAM | 1,800 | .02 |
| 116 | HUNTSVILLE-DECATUR-FLORENCE | 1,800 | .02 |
| 118 | BILOXI-GULFPORT-PASCAGOULA | 1,700 | .02 |
| 118 | LEXINGTON | 1,700 | .02 |
| 120 | WILKES BARRE-SCRANTON | 1,600 | .02 |
| 121 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,500 | .02 |
| 121 | ERIE | 1,500 | .02 |
| 121 | KNOXVILLE | 1,500 | .02 |
| 121 | SAVANNAH | 1,500 | .02 |
| 125 | MACON | 1,400 | .02 |
| 126 | BILLINGS-HARDIN | 1,300 | .02 |
| 126 | BINGHAMTON | 1,300 | .02 |
| 126 | ROANOKE-LYNCHBURG | 1,300 | .02 |
| 129 | CHATTANOOGA | 1,200 | .01 |
| 129 | GREEN BAY-APPLETON | 1,200 | .01 |
| 129 | PORTLAND-POLAND SPRING | 1,200 | .01 |
| 132 | MONTGOMERY-SELMA | 1,100 | .01 |
| 133 | LAFAYETTE, LA | 1,000 | .01 |
| 133 | PANAMA CITY | 1,000 | .01 |
| 133 | SPRINGFIELD, MO | 1,000 | .01 |
| 136 | COLUMBIA-JEFFERSON CITY | 900 | .01 |
| 136 | FARGO | 900 | .01 |
| 138 | CHARLESTON-HUNTINGTON | 800 | .01 |
| 139 | DULUTH-SUPERIOR | 700 | .01 |
| 139 | EVANSVILLE | 700 | .01 |
| 139 | JACKSON, MS | 700 | .01 |
| 139 | JOHNSTOWN-ALTOONA | 700 | .01 |
| 139 | MONROE-EL DORADO | 700 | .01 |
| 144 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 600 | .01 |
| 144 | GREAT FALLS | 600 | .01 |
| 144 | JOPLIN-PITTSBURG | 600 | .01 |
| 144 | MISSOULA | 600 | .01 |
| 144 | WILMINGTON | 600 | .01 |
| 149 | BANGOR | 500 | .01 |
| 150 | ALBANY, GA | 400 | - |
| 150 | SIOUX FALLS-MITCHELL | 400 | - |
| 150 | TERRE HAUTE | 400 | - |
| 153 | TRAVERSE CITY-CADILLAC | 300 | - |
| 153 | WHEELING-STEUBENVILLE | 300 | - |
| 155 | WAUSAU-RHINELANDER | 200 | - |
| 156 | QUINCY-HANNIBAL | 100 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL PERSONS 18-34

US TOTAL 47,298,600

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 4,258,600 | 9.00 |
| 2 | LOS ANGELES | 3,533,200 | 7.47 |
| 3 | CHICAGO | 2,171,900 | 4.59 |
| 4 | PHILADELPHIA | 1,310,000 | 2.77 |
| 5 | DALLAS-FT. WORTH | 1,259,300 | 2.66 |
| 6 | WASHINGTON, DC | 1,229,400 | 2.60 |
| 7 | BOSTON | 1,134,400 | 2.40 |
| 8 | DETROIT | 1,122,300 | 2.37 |
| 9 | HOUSTON | 1,098,100 | 2.32 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 1,013,200 | 2.14 |
| 11 | ATLANTA | 899,800 | 1.90 |
| 12 | SAN DIEGO | 833,400 | 1.76 |
| 13 | MINNEAPOLIS-ST. PAUL | 742,400 | 1.57 |
| 14 | SEATTLE-TACOMA | 735,400 | 1.55 |
| 15 | BALTIMORE | 669,600 | 1.42 |
| 16 | SACRAMENTO-STOCKTON | 647,800 | 1.37 |
| 17 | ST. LOUIS | 639,100 | 1.35 |
| 18 | PHOENIX | 617,800 | 1.31 |
| 19 | ORLANDO-DAYTONA BEACH-MELBOURNE | 536,700 | 1.13 |
| 20 | DENVER | 525,600 | 1.11 |
| 21 | CLEVELAND | 520,900 | 1.10 |
| 22 | MIAMI-FT.LAUDERDALE | 517,900 | 1.09 |
| 23 | TAMPA-ST.PETERSBURG | 503,600 | 1.06 |
| 24 | PITTSBURGH | 499,600 | 1.06 |
| 25 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 478,800 | 1.01 |
| 26 | HARTFORD-NEW HAVEN | 454,600 | .96 |
| 27 | KANSAS CITY | 424,200 | .90 |
| 28 | COLUMBUS, OH | 423,900 | .90 |
| 29 | PORTLAND, OR | 417,800 | .88 |
| 30 | INDIANAPOLIS | 396,500 | .84 |
| 31 | PROVIDENCE-NEW BEDFORD | 393,600 | .83 |
| 32 | CINCINNATI | 390,600 | .83 |
| 33 | MILWAUKEE | 383,600 | .81 |
| 34 | SALT LAKE CITY | 377,900 | .80 |
| 35 | SAN ANTONIO | 374,600 | .79 |
| 36 | HARRISBURG-YORK-LANCASTER-LEBANON | 372,600 | .79 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 352,200 | .74 |
| 38 | CHARLOTTE | 339,700 | .72 |
| 39 | NEW ORLEANS | 327,400 | .69 |
| 40 | BUFFALO | 305,000 | .64 |
| 41 | NASHVILLE | 288,700 | .61 |
| 42 | AUSTIN, TX | 286,100 | .60 |
| 43 | GREENVILLE-SPARTANBURG-ASHEVILLE | 279,000 | .59 |
| 44 | MEMPHIS | 277,900 | .59 |
| 45 | JACKSONVILLE | 274,300 | .58 |
| 46 | OKLAHOMA CITY | 267,700 | .57 |
| 47 | ROCHESTER, NY | 264,800 | .56 |
| 48 | GREENSBORO-WINSTON SALEM-HIGH POINT | 264,200 | .56 |
| 49 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 262,500 | .55 |
| 50 | DAYTON | 260,200 | .55 |
| 51 | RALEIGH-DURHAM | 256,800 | .54 |
| 52 | RICHMOND | 247,100 | .52 |
| 53 | LOUISVILLE | 245,200 | .52 |
| 54 | ALBANY-SCHENECTADY-TROY | 240,200 | .51 |
| 55 | BIRMINGHAM | 235,400 | .50 |
| 56 | FLINT-SAGINAW-BAY CITY | 227,300 | .48 |
| 57 | LAS VEGAS | 221,500 | .47 |
| 58 | MOBILE-PENSACOLA | 218,100 | .46 |
| 59 | TUCSON | 197,100 | .42 |
| 60 | ALBUQUERQUE | 192,800 | .41 |
| 61 | TULSA | 190,700 | .40 |
| 62 | SYRACUSE | 187,400 | .40 |
| 63 | FRESNO-VISALIA | 185,400 | .39 |
| 64 | SALINAS-MONTEREY | 179,400 | .38 |
| 65 | LANSING | 179,200 | .38 |
| 66 | TOLEDO | 179,100 | .38 |
| 67 | SPRINGFIELD, MA | 175,200 | .37 |
| 68 | EL PASO | 173,600 | .37 |
| 69 | OMAHA | 171,400 | .36 |
| 70 | MCALLEN-BROWNSVILLE: LRGV | 166,500 | .35 |
| 71 | CHARLESTON, SC | 164,900 | .35 |
| 72 | KNOXVILLE | 164,100 | .35 |
| 73 | LITTLE ROCK | 163,200 | .35 |
| 74 | SPRINGFIELD-DECATUR-CHAMPAIGN | 160,300 | .34 |
| 75 | BATON ROUGE | 154,200 | .33 |
| 76 | COLORADO SPRINGS-PUEBLO | 153,900 | .33 |
| 77 | WILKES BARRE-SCRANTON | 150,000 | .32 |
| 78 | WACO-TEMPLE-BRYAN | 148,100 | .31 |
| 79 | WICHITA-HUTCHINSON | 145,800 | .31 |
| 80 | DES MOINES | 142,700 | .30 |
| 81 | COLUMBIA, SC | 142,500 | .30 |
| 82 | BAKERSFIELD | 132,200 | .28 |
| 83 | CHARLESTON-HUNTINGTON | 130,800 | .28 |
| 84 | LEXINGTON | 130,300 | .28 |
| 85 | MADISON | 126,900 | .27 |
| 86 | PEORIA-BLOOMINGTON | 125,800 | .27 |
| 87 | SHREVEPORT-TEXARKANA | 123,800 | .26 |
| 88 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 121,800 | .26 |
| 89 | FT. WAYNE | 118,000 | .25 |
| 90 | SOUTH BEND-ELKHART | 117,200 | .25 |
| 91 | HUNTSVILLE-DECATUR-FLORENCE | 116,000 | .25 |
| 92 | FT. SMITH | 111,600 | .24 |
| 93 | AUGUSTA | 111,500 | .24 |
| 94 | JACKSON, MS | 111,300 | .24 |
| 94 | ROANOKE-LYNCHBURG | 111,300 | .24 |
| 96 | YOUNGSTOWN | 110,300 | .23 |
| 97 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 109,700 | .23 |
| 98 | CHATTANOOGA | 109,500 | .23 |
| 99 | SPOKANE | 107,600 | .23 |
| 100 | LINCOLN-HASTINGS-KEARNEY | 101,900 | .22 |
| 101 | TALLAHASSEE-THOMASVILLE | 101,100 | .21 |
| 102 | CHICO-REDDING | 98,700 | .21 |
| 103 | PORTLAND-POLAND SPRING | 96,800 | .20 |
| 104 | BURLINGTON-PLATTSBURGH | 95,700 | .20 |
| 105 | GREEN BAY-APPLETON | 95,100 | .20 |
| 106 | GREENVILLE-NEW BERN-WASHINGTON | 91,900 | .19 |
| 107 | MONTGOMERY-SELMA | 90,500 | .19 |
| 108 | CORPUS CHRISTI | 90,400 | .19 |
| 109 | BEAUMONT-PORT ARTHUR | 86,600 | .18 |
| 110 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 84,000 | .18 |
| 111 | ROCKFORD | 82,800 | .18 |
| 112 | JOHNSTOWN-ALTOONA | 81,400 | .17 |
| 113 | MACON | 80,400 | .17 |
| 114 | EVANSVILLE | 77,300 | .16 |
| 115 | BILOXI-GULFPORT-PASCAGOULA | 76,500 | .16 |
| 116 | BOISE | 75,600 | .16 |
| 117 | SAVANNAH | 75,400 | .16 |
| 118 | WICHITA FALLS-LAWTON | 75,300 | .16 |
| 119 | TYLER-LONGVIEW-JACKSONVILLE | 74,900 | .16 |
| 120 | RENO | 74,500 | .16 |
| 121 | COLUMBUS, GA | 74,300 | .16 |
| 122 | LUBBOCK | 73,700 | .16 |
| 123 | EUGENE | 73,000 | .15 |
| 124 | ERIE | 71,800 | .15 |
| 125 | SPRINGFIELD, MO | 71,100 | .15 |
| 126 | BINGHAMTON | 70,600 | .15 |
| 127 | COLUMBIA-JEFFERSON CITY | 62,500 | .13 |
| 128 | DULUTH-SUPERIOR | 61,600 | .13 |
| 128 | ODESSA-MIDLAND | 61,600 | .13 |
| 130 | WHEELING-STEUBENVILLE | 57,200 | .12 |
| 131 | FARGO | 54,400 | .12 |
| 132 | MONROE-EL DORADO | 53,500 | .11 |
| 133 | AMARILLO | 50,200 | .11 |
| 134 | LAFAYETTE, LA | 48,700 | .10 |
| 135 | WILMINGTON | 48,400 | .10 |
| 136 | ABILENE-SWEETWATER | 44,400 | .09 |
| 136 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 44,400 | .09 |
| 138 | TOPEKA | 44,100 | .09 |
| 139 | TERRE HAUTE | 43,000 | .09 |
| 140 | IDAHO FALLS-POCATELLO | 42,600 | .09 |
| 141 | JOPLIN-PITTSBURG | 42,500 | .09 |
| 142 | BANGOR | 42,200 | .09 |
| 143 | SIOUX FALLS-MITCHELL | 41,900 | .09 |
| 144 | WAUSAU-RHINELANDER | 41,400 | .09 |
| 145 | WATERTOWN-CARTHAGE | 38,500 | .08 |
| 146 | PANAMA CITY | 35,300 | .07 |
| 147 | MEDFORD | 31,000 | .07 |
| 148 | EUREKA | 30,900 | .07 |
| 149 | MISSOULA | 30,700 | .06 |
| 150 | ALBANY, GA | 29,600 | .06 |
| 151 | SIOUX CITY | 28,200 | .06 |
| 152 | BILLINGS-HARDIN | 27,400 | .06 |
| 153 | TRAVERSE CITY-CADILLAC | 22,700 | .05 |
| 154 | GRAND JUNCTION-DURANGO | 21,300 | .05 |
| 155 | QUINCY-HANNIBAL | 21,100 | .04 |
| 156 | GREAT FALLS | 19,400 | .04 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK PERSONS 18-34

US TOTAL 6,852,700

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 855,800 | 12.49 |
| 2 | CHICAGO | 424,400 | 6.19 |
| 3 | WASHINGTON, DC | 338,000 | 4.93 |
| 4 | LOS ANGELES | 305,100 | 4.45 |
| 5 | PHILADELPHIA | 262,500 | 3.83 |
| 6 | ATLANTA | 259,100 | 3.78 |
| 7 | DETROIT | 256,600 | 3.74 |
| 8 | HOUSTON | 202,200 | 2.95 |
| 9 | BALTIMORE | 186,800 | 2.73 |
| 10 | DALLAS-FT. WORTH | 185,600 | 2.71 |
| 11 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 135,100 | 1.97 |
| 12 | SAN FRANCISCO-OAKLAND-SAN JOSE | 122,000 | 1.78 |
| 13 | NEW ORLEANS | 118,000 | 1.72 |
| 14 | MEMPHIS | 115,400 | 1.68 |
| 15 | ST. LOUIS | 114,800 | 1.68 |
| 16 | MIAMI-FT.LAUDERDALE | 110,500 | 1.61 |
| 17 | CLEVELAND | 96,800 | 1.41 |
| 18 | RICHMOND | 76,800 | 1.12 |
| 19 | BOSTON | 73,600 | 1.07 |
| 20 | CHARLOTTE | 73,100 | 1.07 |
| 21 | BIRMINGHAM | 65,500 | .96 |
| 22 | RALEIGH-DURHAM | 65,000 | .95 |
| 23 | SAN DIEGO | 64,100 | .94 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 60,100 | .88 |
| 25 | GREENSBORO-WINSTON SALEM-HIGH POINT | 59,500 | .87 |
| 26 | MILWAUKEE | 58,000 | .85 |
| 27 | KANSAS CITY | 57,200 | .83 |
| 28 | JACKSONVILLE | 55,700 | .81 |
| 29 | HARTFORD-NEW HAVEN | 53,000 | .77 |
| 30 | TAMPA-ST.PETERSBURG | 52,800 | .77 |
| 31 | COLUMBUS, OH | 52,500 | .77 |
| 32 | CINCINNATI | 52,000 | .76 |
| 33 | JACKSON, MS | 51,400 | .75 |
| 34 | INDIANAPOLIS | 50,900 | .74 |
| 35 | MOBILE-PENSACOLA | 49,200 | .72 |
| 36 | NASHVILLE | 48,000 | .70 |
| 37 | BATON ROUGE | 47,100 | .69 |
| 38 | COLUMBIA, SC | 46,500 | .68 |
| 39 | CHARLESTON, SC | 45,900 | .67 |
| 40 | PITTSBURGH | 45,600 | .67 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 44,100 | .64 |
| 42 | SACRAMENTO-STOCKTON | 43,000 | .63 |
| 43 | SEATTLE-TACOMA | 40,900 | .60 |
| 44 | LITTLE ROCK | 40,600 | .59 |
| 45 | SHREVEPORT-TEXARKANA | 40,400 | .59 |
| 46 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 39,100 | .57 |
| 47 | MONTGOMERY-SELMA | 38,800 | .57 |
| 48 | AUGUSTA | 36,000 | .53 |
| 49 | DAYTON | 35,500 | .52 |
| 50 | BUFFALO | 35,000 | .51 |
| 51 | LOUISVILLE | 33,800 | .49 |
| 52 | FLINT-SAGINAW-BAY CITY | 32,800 | .48 |
| 53 | OKLAHOMA CITY | 32,300 | .47 |
| 54 | WACO-TEMPLE-BRYAN | 31,100 | .45 |
| 55 | MINNEAPOLIS-ST. PAUL | 30,800 | .45 |
| 56 | TALLAHASSEE-THOMASVILLE | 30,600 | .45 |
| 57 | DENVER | 29,600 | .43 |
| 57 | MACON | 29,600 | .43 |
| 59 | GREENVILLE-NEW BERN-WASHINGTON | 28,000 | .41 |
| 60 | COLUMBUS, GA | 27,500 | .40 |
| 60 | ROCHESTER, NY | 27,500 | .40 |
| 62 | SAN ANTONIO | 26,900 | .39 |
| 63 | SAVANNAH | 26,700 | .39 |
| 64 | AUSTIN, TX | 25,300 | .37 |
| 65 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 24,200 | .35 |
| 66 | HUNTSVILLE-DECATUR-FLORENCE | 23,500 | .34 |
| 67 | PHOENIX | 23,000 | .34 |
| 68 | LAS VEGAS | 22,800 | .33 |
| 69 | BEAUMONT-PORT ARTHUR | 21,500 | .31 |
| 70 | TOLEDO | 19,400 | .28 |
| 71 | HARRISBURG-YORK-LANCASTER-LEBANON | 18,200 | .27 |
| 72 | ROANOKE-LYNCHBURG | 17,600 | .26 |
| 73 | MONROE-EL DORADO | 16,900 | .25 |
| 74 | TULSA | 16,600 | .24 |
| 75 | TYLER-LONGVIEW-JACKSONVILLE | 16,100 | .23 |
| 76 | BILOXI-GULFPORT-PASCAGOULA | 16,000 | .23 |
| 76 | LANSING | 16,000 | .23 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 16,000 | .23 |
| 79 | CHATTANOOGA | 15,300 | .22 |
| 80 | OMAHA | 15,100 | .22 |
| 81 | ALBANY, GA | 14,900 | .22 |
| 82 | ALBANY-SCHENECTADY-TROY | 14,100 | .21 |
| 83 | PROVIDENCE-NEW BEDFORD | 12,800 | .19 |
| 84 | YOUNGSTOWN | 12,700 | .19 |
| 85 | PORTLAND, OR | 12,300 | .18 |
| 86 | SYRACUSE | 12,000 | .18 |
| 87 | COLORADO SPRINGS-PUEBLO | 11,900 | .17 |
| 87 | LEXINGTON | 11,900 | .17 |
| 87 | WICHITA-HUTCHINSON | 11,900 | .17 |
| 90 | WICHITA FALLS-LAWTON | 11,700 | .17 |
| 91 | LAFAYETTE, LA | 11,500 | .17 |
| 91 | SPRINGFIELD, MA | 11,500 | .17 |
| 93 | KNOXVILLE | 11,200 | .16 |
| 94 | SALINAS-MONTEREY | 10,900 | .16 |
| 95 | FRESNO-VISALIA | 9,500 | .14 |
| 95 | PEORIA-BLOOMINGTON | 9,500 | .14 |
| 97 | WILMINGTON | 8,700 | .13 |
| 98 | FT. WAYNE | 8,500 | .12 |
| 98 | SOUTH BEND-ELKHART | 8,500 | .12 |
| 100 | BAKERSFIELD | 8,300 | .12 |
| 101 | EL PASO | 8,200 | .12 |
| 102 | ROCKFORD | 7,100 | .10 |
| 103 | TUCSON | 6,500 | .09 |
| 104 | COLUMBIA-JEFFERSON CITY | 5,700 | .08 |
| 105 | CHARLESTON-HUNTINGTON | 5,500 | .08 |
| 106 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 5,200 | .08 |
| 106 | LUBBOCK | 5,200 | .08 |
| 108 | DES MOINES | 4,900 | .07 |
| 109 | EVANSVILLE | 4,600 | .07 |
| 110 | WATERTOWN-CARTHAGE | 4,500 | .07 |
| 111 | ALBUQUERQUE | 4,300 | .06 |
| 112 | ERIE | 4,000 | .06 |
| 112 | PANAMA CITY | 4,000 | .06 |
| 114 | MADISON | 3,800 | .06 |
| 114 | SALT LAKE CITY | 3,800 | .06 |
| 114 | TOPEKA | 3,800 | .06 |
| 117 | ODESSA-MIDLAND | 3,400 | .05 |
| 118 | CORPUS CHRISTI | 3,300 | .05 |
| 118 | FT. SMITH | 3,300 | .05 |
| 120 | BURLINGTON-PLATTSBURGH | 3,200 | .05 |
| 120 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 3,200 | .05 |
| 122 | AMARILLO | 2,900 | .04 |
| 122 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 2,900 | .04 |
| 124 | ABILENE-SWEETWATER | 2,800 | .04 |
| 125 | WILKES BARRE-SCRANTON | 2,600 | .04 |
| 126 | TERRE HAUTE | 2,200 | .03 |
| 127 | WHEELING-STEUBENVILLE | 2,000 | .03 |
| 128 | LINCOLN-HASTINGS-KEARNEY | 1,900 | .03 |
| 128 | RENO | 1,900 | .03 |
| 130 | BINGHAMTON | 1,600 | .02 |
| 131 | JOHNSTOWN-ALTOONA | 1,500 | .02 |
| 131 | SPOKANE | 1,500 | .02 |
| 133 | SPRINGFIELD, MO | 1,300 | .02 |
| 134 | CHICO-REDDING | 1,100 | .02 |
| 135 | PORTLAND-POLAND SPRING | 800 | .01 |
| 135 | QUINCY-HANNIBAL | 800 | .01 |
| 137 | EUGENE | 700 | .01 |
| 137 | JOPLIN-PITTSBURG | 700 | .01 |
| 139 | GREEN BAY-APPLETON | 600 | .01 |
| 139 | SIOUX CITY | 600 | .01 |
| 141 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 500 | .01 |
| 142 | BOISE | 400 | .01 |
| 142 | DULUTH-SUPERIOR | 400 | .01 |
| 142 | GREAT FALLS | 400 | .01 |
| 142 | MCALLEN-BROWNSVILLE: LRGV | 400 | .01 |
| 146 | EUREKA | 300 | - |
| 146 | SIOUX FALLS-MITCHELL | 300 | - |
| 148 | BANGOR | 200 | - |
| 148 | FARGO | 200 | - |
| 148 | GRAND JUNCTION-DURANGO | 200 | - |
| 148 | IDAHO FALLS-POCATELLO | 200 | - |
| 148 | MEDFORD | 200 | - |
| 148 | TRAVERSE CITY-CADILLAC | 200 | - |
| 154 | BILLINGS-HARDIN | 100 | - |
| 154 | MISSOULA | 100 | - |
| 154 | WAUSAU-RHINELANDER | 100 | - |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC PERSONS 18-34

US TOTAL 6,126,500

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,492,000 | 24.35 |
| 2 | NEW YORK | 868,300 | 14.17 |
| 3 | CHICAGO | 314,500 | 5.13 |
| 4 | HOUSTON | 278,900 | 4.55 |
| 5 | MIAMI-FT. LAUDERDALE | 272,900 | 4.45 |
| 6 | DALLAS-FT. WORTH | 209,900 | 3.43 |
| 7 | SAN DIEGO | 197,500 | 3.22 |
| 8 | SAN ANTONIO | 186,400 | 3.04 |
| 9 | SAN FRANCISCO-OAKLAND-SAN JOSE | 173,600 | 2.83 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 150,000 | 2.45 |
| 11 | EL PASO | 123,200 | 2.01 |
| 12 | SACRAMENTO-STOCKTON | 122,200 | 1.99 |
| 13 | PHOENIX | 117,400 | 1.92 |
| 14 | WASHINGTON, DC | 98,100 | 1.60 |
| 15 | ALBUQUERQUE | 81,400 | 1.33 |
| 16 | FRESNO-VISALIA | 77,300 | 1.26 |
| 17 | BOSTON | 73,800 | 1.20 |
| 18 | DENVER | 72,000 | 1.18 |
| 19 | AUSTIN, TX | 62,900 | 1.03 |
| 20 | SALINAS-MONTEREY | 60,800 | .99 |
| 21 | PHILADELPHIA | 59,300 | .97 |
| 22 | TUCSON | 57,300 | .94 |
| 23 | CORPUS CHRISTI | 50,400 | .82 |
| 24 | BAKERSFIELD | 48,600 | .79 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 43,500 | .71 |
| 26 | TAMPA-ST. PETERSBURG | 43,200 | .71 |
| 27 | HARTFORD-NEW HAVEN | 43,000 | .70 |
| 28 | LAS VEGAS | 31,000 | .51 |
| 29 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 27,900 | .46 |
| 30 | SEATTLE-TACOMA | 27,700 | .45 |
| 31 | ATLANTA | 25,500 | .42 |
| 32 | DETROIT | 25,300 | .41 |
| 33 | PORTLAND, OR | 24,400 | .40 |
| 34 | SALT LAKE CITY | 23,800 | .39 |
| 35 | COLORADO SPRINGS-PUEBLO | 23,500 | .38 |
| 36 | PROVIDENCE-NEW BEDFORD | 21,000 | .34 |
| 37 | ODESSA-MIDLAND | 20,100 | .33 |
| 38 | WACO-TEMPLE-BRYAN | 19,900 | .32 |
| 39 | LUBBOCK | 17,000 | .28 |
| 40 | SPRINGFIELD, MA | 16,900 | .28 |
| 41 | MILWAUKEE | 16,600 | .27 |
| 42 | NEW ORLEANS | 15,400 | .25 |
| 43 | CLEVELAND | 14,900 | .24 |
| 44 | KANSAS CITY | 14,800 | .24 |
| 45 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 14,600 | .24 |
| 46 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 14,400 | .24 |
| 47 | MINNEAPOLIS-ST. PAUL | 12,800 | .21 |
| 48 | OKLAHOMA CITY | 12,300 | .20 |
| 49 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 11,700 | .19 |
| 50 | BALTIMORE | 11,000 | .18 |
| 51 | HARRISBURG-YORK-LANCASTER-LEBANON | 10,900 | .18 |
| 52 | ROCHESTER, NY | 10,100 | .16 |
| 53 | CHICO-REDDING | 10,000 | .16 |
| 54 | RENO | 9,400 | .15 |
| 55 | AMARILLO | 8,800 | .14 |
| 56 | JACKSONVILLE | 8,700 | .14 |
| 57 | BUFFALO | 8,300 | .14 |
| 57 | ST. LOUIS | 8,300 | .14 |
| 59 | ABILENE-SWEETWATER | 7,600 | .12 |
| 60 | FLINT-SAGINAW-BAY CITY | 7,400 | .12 |
| 61 | WICHITA-HUTCHINSON | 7,000 | .11 |
| 62 | LANSING | 6,600 | .11 |
| 62 | WICHITA FALLS-LAWTON | 6,600 | .11 |
| 64 | ALBANY-SCHENECTADY-TROY | 6,400 | .10 |
| 64 | TOLEDO | 6,400 | .10 |
| 66 | TYLER-LONGVIEW-JACKSONVILLE | 6,200 | .10 |
| 67 | BOISE | 5,800 | .09 |
| 68 | OMAHA | 5,500 | .09 |
| 69 | TULSA | 5,200 | .08 |
| 70 | COLUMBUS, OH | 4,800 | .08 |
| 70 | INDIANAPOLIS | 4,800 | .08 |
| 72 | RALEIGH-DURHAM | 4,500 | .07 |
| 73 | BEAUMONT-PORT ARTHUR | 4,400 | .07 |
| 73 | CHARLOTTE | 4,400 | .07 |
| 75 | PITTSBURGH | 3,800 | .06 |
| 76 | MOBILE-PENSACOLA | 3,700 | .06 |
| 76 | RICHMOND | 3,700 | .06 |
| 78 | SYRACUSE | 3,600 | .06 |
| 79 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,500 | .06 |
| 80 | SOUTH BEND-ELKHART | 3,400 | .06 |
| 81 | COLUMBUS, GA | 3,300 | .05 |
| 82 | ROCKFORD | 3,200 | .05 |
| 82 | SPRINGFIELD-DECATUR-CHAMPAIGN | 3,200 | .05 |
| 84 | CHARLESTON, SC | 3,100 | .05 |
| 84 | IDAHO FALLS-POCATELLO | 3,100 | .05 |
| 84 | MEMPHIS | 3,100 | .05 |
| 84 | TALLAHASSEE-THOMASVILLE | 3,100 | .05 |
| 88 | NASHVILLE | 2,900 | .05 |
| 89 | CINCINNATI | 2,800 | .05 |
| 89 | GREENSBORO-WINSTON SALEM-HIGH POINT | 2,800 | .05 |
| 89 | GREENVILLE-SPARTANBURG-ASHEVILLE | 2,800 | .05 |
| 89 | SPOKANE | 2,800 | .05 |
| 93 | DES MOINES | 2,700 | .04 |
| 94 | LINCOLN-HASTINGS-KEARNEY | 2,600 | .04 |
| 95 | MADISON | 2,500 | .04 |
| 96 | BATON ROUGE | 2,400 | .04 |
| 96 | BURLINGTON-PLATTSBURGH | 2,400 | .04 |
| 96 | DAYTON | 2,400 | .04 |
| 96 | EUGENE | 2,400 | .04 |
| 96 | FT. WAYNE | 2,400 | .04 |
| 96 | TOPEKA | 2,400 | .04 |
| 102 | COLUMBIA, SC | 2,300 | .04 |
| 103 | GRAND JUNCTION-DURANGO | 2,200 | .04 |
| 103 | SHREVEPORT-TEXARKANA | 2,200 | .04 |
| 105 | AUGUSTA | 2,100 | .03 |
| 105 | LOUISVILLE | 2,100 | .03 |
| 107 | PEORIA-BLOOMINGTON | 2,000 | .03 |
| 107 | WATERTOWN-CARTHAGE | 2,000 | .03 |
| 109 | GREENVILLE-NEW BERN-WASHINGTON | 1,900 | .03 |
| 109 | MEDFORD | 1,900 | .03 |
| 109 | YOUNGSTOWN | 1,900 | .03 |
| 112 | FT. SMITH | 1,800 | .03 |
| 113 | EUREKA | 1,700 | .03 |
| 113 | SIOUX CITY | 1,700 | .03 |
| 115 | BIRMINGHAM | 1,500 | .02 |
| 115 | LEXINGTON | 1,500 | .02 |
| 117 | BILOXI-GULFPORT-PASCAGOULA | 1,400 | .02 |
| 117 | HUNTSVILLE-DECATUR-FLORENCE | 1,400 | .02 |
| 119 | LITTLE ROCK | 1,300 | .02 |
| 120 | CHATTANOOGA | 1,100 | .02 |
| 120 | ERIE | 1,100 | .02 |
| 120 | ROANOKE-LYNCHBURG | 1,100 | .02 |
| 120 | SAVANNAH | 1,100 | .02 |
| 120 | WILKES BARRE-SCRANTON | 1,100 | .02 |
| 125 | BINGHAMTON | 1,000 | .02 |
| 125 | MACON | 1,000 | .02 |
| 125 | SPRINGFIELD, MO | 1,000 | .02 |
| 128 | BILLINGS-HARDIN | 900 | .01 |
| 128 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 900 | .01 |
| 128 | GREEN BAY-APPLETON | 900 | .01 |
| 128 | KNOXVILLE | 900 | .01 |
| 128 | MONTGOMERY-SELMA | 900 | .01 |
| 128 | PORTLAND-POLAND SPRING | 900 | .01 |
| 134 | COLUMBIA-JEFFERSON CITY | 800 | .01 |
| 134 | LAFAYETTE, LA | 800 | .01 |
| 134 | PANAMA CITY | 800 | .01 |
| 137 | FARGO | 700 | .01 |
| 138 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 600 | .01 |
| 138 | EVANSVILLE | 600 | .01 |
| 138 | JACKSON, MS | 600 | .01 |
| 138 | JOHNSTOWN-ALTOONA | 600 | .01 |
| 138 | MONROE-EL DORADO | 600 | .01 |
| 143 | CHARLESTON-HUNTINGTON | 500 | .01 |
| 143 | MISSOULA | 500 | .01 |
| 143 | WILMINGTON | 500 | .01 |
| 146 | BANGOR | 400 | .01 |
| 146 | DULUTH-SUPERIOR | 400 | .01 |
| 146 | GREAT FALLS | 400 | .01 |
| 146 | JOPLIN-PITTSBURG | 400 | .01 |
| 146 | TERRE HAUTE | 400 | .01 |
| 151 | ALBANY, GA | 300 | - |
| 152 | SIOUX FALLS-MITCHELL | 200 | - |
| 152 | TRAVERSE CITY-CADILLAC | 200 | - |
| 152 | WHEELING-STEUBENVILLE | 200 | - |
| 155 | WAUSAU-RHINELANDER | 100 | - |
| 156 | QUINCY-HANNIBAL | | |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL WOMEN TOTAL

US TOTAL 65,757,800

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 6,370,400 | 9.69 |
| 2 | LOS ANGELES | 4,226,800 | 6.43 |
| 3 | CHICAGO | 3,023,200 | 4.60 |
| 4 | PHILADELPHIA | 1,953,800 | 2.97 |
| 5 | DETROIT | 1,653,800 | 2.51 |
| 6 | WASHINGTON, DC | 1,604,200 | 2.44 |
| 7 | BOSTON | 1,550,400 | 2.36 |
| 8 | DALLAS-FT. WORTH | 1,523,200 | 2.32 |
| 9 | SAN FRANCISCO-OAKLAND-SAN JOSE | 1,419,700 | 2.16 |
| 10 | HOUSTON | 1,348,800 | 2.05 |
| 11 | ATLANTA | 1,151,600 | 1.75 |
| 12 | SEATTLE-TACOMA | 986,500 | 1.50 |
| 13 | MINNEAPOLIS-ST. PAUL | 964,600 | 1.47 |
| 14 | ST. LOUIS | 961,000 | 1.46 |
| 15 | SAN DIEGO | 952,200 | 1.45 |
| 16 | BALTIMORE | 950,100 | 1.44 |
| 17 | TAMPA-ST. PETERSBURG | 904,500 | 1.38 |
| 18 | SACRAMENTO-STOCKTON | 867,800 | 1.32 |
| 19 | PITTSBURGH | 864,700 | 1.31 |
| 20 | CLEVELAND | 832,800 | 1.27 |
| 21 | PHOENIX | 827,400 | 1.26 |
| 22 | MIAMI-FT. LAUDERDALE | 796,500 | 1.21 |
| 23 | ORLANDO-DAYTONA BEACH-MELBOURNE | 765,000 | 1.16 |
| 24 | DENVER | 708,600 | 1.08 |
| 25 | HARTFORD-NEW HAVEN | 674,300 | 1.03 |
| 26 | PORTLAND, OR | 625,400 | .95 |
| 27 | KANSAS CITY | 616,800 | .94 |
| 28 | PROVIDENCE-NEW BEDFORD | 581,300 | .88 |
| 29 | CINCINNATI | 564,300 | .86 |
| 30 | HARRISBURG-YORK-LANCASTER-LEBANON | 563,000 | .86 |
| 31 | MILWAUKEE | 557,200 | .85 |
| 32 | COLUMBUS, OH | 541,800 | .82 |
| 33 | INDIANAPOLIS | 535,700 | .81 |
| 34 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 535,200 | .81 |
| 35 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 497,100 | .76 |
| 36 | SAN ANTONIO | 496,200 | .75 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 478,700 | .73 |
| 38 | BUFFALO | 477,600 | .73 |
| 39 | CHARLOTTE | 473,400 | .72 |
| 40 | NEW ORLEANS | 472,800 | .72 |
| 41 | SALT LAKE CITY | 449,100 | .68 |
| 42 | GREENVILLE-SPARTANBURG-ASHEVILLE | 432,600 | .66 |
| 43 | NASHVILLE | 397,700 | .60 |
| 44 | DAYTON | 389,800 | .59 |
| 45 | GREENSBORO-WINSTON SALEM-HIGH POINT | 389,600 | .59 |
| 46 | MEMPHIS | 383,600 | .58 |
| 47 | LOUISVILLE | 379,300 | .58 |
| 48 | ROCHESTER, NY | 377,200 | .57 |
| 49 | JACKSONVILLE | 367,600 | .56 |
| 50 | OKLAHOMA CITY | 367,300 | .56 |
| 51 | BIRMINGHAM | 365,700 | .56 |
| 52 | RICHMOND | 355,700 | .54 |
| 53 | ALBANY-SCHENECTADY-TROY | 351,300 | .53 |
| 54 | FLINT-SAGINAW-BAY CITY | 339,900 | .52 |
| 55 | MOBILE-PENSACOLA | 321,100 | .49 |
| 56 | RALEIGH-DURHAM | 307,600 | .47 |
| 57 | AUSTIN, TX | 304,100 | .46 |
| 58 | LAS VEGAS | 293,700 | .45 |
| 59 | TULSA | 285,400 | .43 |
| 60 | TUCSON | 274,100 | .42 |
| 61 | ALBUQUERQUE | 267,300 | .41 |
| 62 | WILKES BARRE-SCRANTON | 264,700 | .40 |
| 63 | SYRACUSE | 257,800 | .39 |
| 64 | TOLEDO | 254,700 | .39 |
| 65 | KNOXVILLE | 248,600 | .38 |
| 66 | SPRINGFIELD, MA | 246,000 | .37 |
| 67 | FRESNO-VISALIA | 237,300 | .36 |
| 68 | OMAHA | 234,700 | .36 |
| 69 | LITTLE ROCK | 233,100 | .35 |
| 70 | MCALLEN-BROWNSVILLE: LRGV | 224,900 | .34 |
| 71 | CHARLESTON-HUNTINGTON | 223,700 | .34 |
| 72 | LANSING | 223,100 | .34 |
| 73 | SPRINGFIELD-DECATUR-CHAMPAIGN | 219,300 | .33 |
| 74 | EL PASO | 215,700 | .33 |
| 75 | SALINAS-MONTEREY | 212,200 | .32 |
| 76 | WICHITA-HUTCHINSON | 207,400 | .32 |
| 77 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 201,100 | .31 |
| 78 | BATON ROUGE | 197,100 | .30 |
| 79 | COLORADO SPRINGS-PUEBLO | 195,200 | .30 |
| 80 | SHREVEPORT-TEXARKANA | 194,400 | .30 |
| 81 | YOUNGSTOWN | 194,100 | .30 |
| 82 | CHARLESTON, SC | 189,500 | .29 |
| 83 | DES MOINES | 185,800 | .28 |
| 84 | PEORIA-BLOOMINGTON | 181,700 | .28 |
| 85 | ROANOKE-LYNCHBURG | 180,200 | .27 |
| 86 | COLUMBIA, SC | 179,000 | .27 |
| 87 | CHATTANOOGA | 175,600 | .27 |
| 88 | FT. WAYNE | 172,000 | .26 |
| 89 | SOUTH BEND-ELKHART | 170,500 | .26 |
| 90 | FT. SMITH | 167,500 | .25 |
| 91 | LEXINGTON | 166,100 | .25 |
| 92 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 163,600 | .25 |
| 93 | BAKERSFIELD | 162,600 | .25 |
| 94 | SPOKANE | 162,300 | .25 |
| 95 | WACO-TEMPLE-BRYAN | 161,300 | .25 |
| 96 | CHICO-REDDING | 156,100 | .24 |
| 97 | HUNTSVILLE-DECATUR-FLORENCE | 155,100 | .24 |
| 98 | JACKSON, MS | 154,500 | .23 |
| 99 | AUGUSTA | 151,200 | .23 |
| 100 | JOHNSTOWN-ALTOONA | 146,900 | .22 |
| 101 | MADISON | 145,700 | .22 |
| 102 | PORTLAND-POLAND SPRING | 140,000 | .21 |
| 103 | BEAUMONT-PORT ARTHUR | 135,700 | .21 |
| 104 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 133,100 | .20 |
| 105 | MONTGOMERY-SELMA | 132,400 | .20 |
| 106 | LINCOLN-HASTINGS-KEARNEY | 129,200 | .20 |
| 107 | GREEN BAY-APPLETON | 127,100 | .19 |
| 108 | ROCKFORD | 126,900 | .19 |
| 109 | GREENVILLE-NEW BERN-WASHINGTON | 124,900 | .19 |
| 110 | CORPUS CHRISTI | 124,800 | .19 |
| 110 | TALLAHASSEE-THOMASVILLE | 124,800 | .19 |
| 112 | EVANSVILLE | 122,100 | .19 |
| 113 | TYLER-LONGVIEW-JACKSONVILLE | 115,300 | .18 |
| 114 | BURLINGTON-PLATTSBURGH | 115,100 | .18 |
| 115 | MACON | 114,800 | .17 |
| 116 | EUGENE | 108,400 | .16 |
| 117 | BOISE | 108,100 | .16 |
| 118 | WHEELING-STEUBENVILLE | 1[illegible]7,500 | .16 |
| 119 | SAVANNAH | 106,500 | .16 |
| 120 | ERIE | 105,800 | .16 |
| 121 | BINGHAMTON | 104,200 | .16 |
| 122 | DULUTH-SUPERIOR | 103,300 | .16 |
| 123 | BILOXI-GULFPORT-PASCAGOULA | 102,100 | .16 |
| 124 | RENO | 99,100 | .15 |
| 125 | SPRINGFIELD, MO | 98,500 | .15 |
| 126 | WICHITA FALLS-LAWTON | 91,200 | .14 |
| 127 | COLUMBUS, GA | 90,900 | .14 |
| 128 | ODESSA-MIDLAND | 84,700 | .13 |
| 129 | LUBBOCK | 84,500 | .13 |
| 130 | MONROE-EL DORADO | 80,000 | .12 |
| 131 | AMARILLO | 71,500 | .11 |
| 131 | WILMINGTON | 71,500 | .11 |
| 133 | TOPEKA | 69,400 | .11 |
| 134 | COLUMBIA-JEFFERSON CITY | 68,700 | .10 |
| 135 | JOPLIN-PITTSBURG | 67,800 | .10 |
| 136 | WAUSAU-RHINELANDER | 65,400 | .10 |
| 137 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 65,200 | .10 |
| 138 | TERRE HAUTE | 65,100 | .10 |
| 139 | FARGO | 64,800 | .10 |
| 140 | ABILENE-SWEETWATER | 62,200 | .09 |
| 141 | LAFAYETTE, LA | 60,000 | .09 |
| 142 | SIOUX FALLS-MITCHELL | 58,400 | .09 |
| 143 | IDAHO FALLS-POCATELLO | 58,100 | .09 |
| 144 | BANGOR | 56,900 | .09 |
| 145 | MEDFORD | 56,400 | .09 |
| 146 | PANAMA CITY | 50,300 | .08 |
| 147 | MISSOULA | 46,300 | .07 |
| 148 | EUREKA | 44,000 | .07 |
| 149 | SIOUX CITY | 43,400 | .07 |
| 150 | BILLINGS-HARDIN | 42,600 | .06 |
| 151 | ALBANY, GA | 41,700 | .06 |
| 152 | WATERTOWN-CARTHAGE | 40,900 | .06 |
| 153 | QUINCY-HANNIBAL | 36,800 | .06 |
| 154 | GRAND JUNCTION-DURANGO | 35,400 | .05 |
| 155 | TRAVERSE CITY-CADILLAC | 35,000 | .05 |
| 156 | GREAT FALLS | 28,600 | .04 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK WOMEN TOTAL

US TOTAL 8,550,800

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,139,000 | 13.32 |
| 2 | CHICAGO | 567,300 | 6.63 |
| 3 | WASHINGTON, DC | 418,700 | 4.90 |
| 4 | LOS ANGELES | 363,200 | 4.25 |
| 5 | DETROIT | 361,400 | 4.23 |
| 6 | PHILADELPHIA | 359,900 | 4.21 |
| 7 | ATLANTA | 294,000 | 3.44 |
| 8 | BALTIMORE | 241,000 | 2.82 |
| 9 | HOUSTON | 237,700 | 2.78 |
| 10 | DALLAS-FT. WORTH | 204,300 | 2.39 |
| 11 | ST. LOUIS | 160,100 | 1.87 |
| 12 | NEW ORLEANS | 156,500 | 1.83 |
| 13 | SAN FRANCISCO-OAKLAND-SAN JOSE | 152,300 | 1.78 |
| 14 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 150,200 | 1.76 |
| 15 | MEMPHIS | 148,600 | 1.74 |
| 16 | CLEVELAND | 146,200 | 1.71 |
| 17 | MIAMI-FT. LAUDERDALE | 137,100 | 1.60 |
| 18 | RICHMOND | 101,500 | 1.19 |
| 19 | BIRMINGHAM | 96,100 | 1.12 |
| 20 | CHARLOTTE | 90,600 | 1.06 |
| 21 | BOSTON | 80,200 | .94 |
| 22 | RALEIGH-DURHAM | 75,600 | .88 |
| 23 | GREENSBORO-WINSTON SALEM-HIGH POINT | 73,700 | .86 |
| 23 | KANSAS CITY | 73,700 | .86 |
| 25 | CINCINNATI | 71,400 | .84 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 70,600 | .83 |
| 27 | JACKSONVILLE | 68,900 | .81 |
| 28 | MOBILE-PENSACOLA | 68,500 | .80 |
| 29 | MILWAUKEE | 67,800 | .79 |
| 30 | PITTSBURGH | 67,400 | .79 |
| 30 | TAMPA-ST. PETERSBURG | 67,400 | .79 |
| 32 | INDIANAPOLIS | 65,700 | .77 |
| 33 | JACKSON, MS | 62,100 | .73 |
| 34 | HARTFORD-NEW HAVEN | 61,600 | .72 |
| 35 | COLUMBUS, OH | 60,700 | .71 |
| 36 | NASHVILLE | 59,300 | .69 |
| 37 | GREENVILLE-SPARTANBURG-ASHEVILLE | 58,900 | .69 |
| 38 | BATON ROUGE | 57,100 | .67 |
| 38 | SHREVEPORT-TEXARKANA | 57,100 | .67 |
| 40 | CHARLESTON, SC | 55,900 | .65 |
| 41 | COLUMBIA, SC | 51,400 | .60 |
| 42 | LITTLE ROCK | 50,100 | .59 |
| 43 | MONTGOMERY-SELMA | 49,200 | .58 |
| 44 | DAYTON | 49,100 | .57 |
| 45 | SAN DIEGO | 47,900 | .56 |
| 46 | LOUISVILLE | 47,700 | .56 |
| 47 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 47,000 | .55 |
| 48 | BUFFALO | 46,000 | .54 |
| 49 | AUGUSTA | 45,300 | .53 |
| 50 | SACRAMENTO-STOCKTON | 44,300 | .52 |
| 51 | FLINT-SAGINAW-BAY CITY | 43,700 | .51 |
| 52 | GREENVILLE-NEW BERN-WASHINGTON | 39,100 | .46 |
| 52 | MACON | 39,100 | .46 |
| 54 | SEATTLE-TACOMA | 38,600 | .45 |
| 55 | SAVANNAH | 36,400 | .43 |
| 56 | TALLAHASSEE-THOMASVILLE | 36,200 | .42 |
| 57 | OKLAHOMA CITY | 35,600 | .42 |
| 58 | DENVER | 33,600 | .39 |
| 59 | COLUMBUS, GA | 33,400 | .39 |
| 60 | SAN ANTONIO | 32,300 | .38 |
| 61 | ROCHESTER, NY | 31,800 | .37 |
| 62 | BEAUMONT-PORT ARTHUR | 30,500 | .35 |
| 63 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 28,400 | .33 |
| 64 | MINNEAPOLIS-ST. PAUL | 28,300 | .33 |
| 65 | AUSTIN, TX | 25,900 | .30 |
| 66 | ROANOKE-LYNCHBURG | 25,600 | .30 |
| 67 | TOLEDO | 25,500 | .30 |
| 68 | WACO-TEMPLE-BRYAN | 25,200 | .29 |
| 69 | HUNTSVILLE-DECATUR-FLORENCE | 24,600 | .29 |
| 70 | LAS VEGAS | 24,300 | .28 |
| 71 | PHOENIX | 23,900 | .28 |
| 72 | CHATTANOOGA | 22,800 | .27 |
| 73 | MONROE-EL DORADO | 22,600 | .26 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 21,600 | .25 |
| 75 | HARRISBURG-YORK-LANCASTER-LEBANON | 21,300 | .25 |
| 76 | TULSA | 20,900 | .24 |
| 77 | YOUNGSTOWN | 20,300 | .24 |
| 78 | BILOXI-GULFPORT-PASCAGOULA | 18,900 | .22 |
| 79 | ALBANY, GA | 18,500 | .22 |
| 80 | SPRINGFIELD-DECATUR-CHAMPAIGN | 18,400 | .22 |
| 81 | OMAHA | 17,900 | .21 |
| 82 | LEXINGTON | 15,800 | .18 |
| 83 | KNOXVILLE | 14,400 | .17 |
| 84 | ALBANY-SCHENECTADY-TROY | 14,300 | .17 |
| 84 | LANSING | 14,300 | .17 |
| 86 | PORTLAND, OR | 13,500 | .16 |
| 87 | SYRACUSE | 13,400 | .16 |
| 88 | PROVIDENCE-NEW BEDFORD | 13,300 | .16 |
| 89 | WICHITA-HUTCHINSON | 13,100 | .15 |
| 90 | LAFAYETTE, LA | 13,000 | .15 |
| 91 | SPRINGFIELD, MA | 12,900 | .15 |
| 91 | WILMINGTON | 12,900 | .15 |
| 93 | SOUTH BEND-ELKHART | 11,100 | .13 |
| 94 | FRESNO-VISALIA | 10,800 | .13 |
| 95 | FT. WAYNE | 10,400 | .12 |
| 96 | PEORIA-BLOOMINGTON | 10,300 | .12 |
| 97 | WICHITA FALLS-LAWTON | 9,500 | .11 |
| 98 | COLORADO SPRINGS-PUEBLO | 9,200 | .11 |
| 99 | ROCKFORD | 8,900 | .10 |
| 100 | BAKERSFIELD | 8,000 | .09 |
| 101 | CHARLESTON-HUNTINGTON | 7,700 | .09 |
| 102 | SALINAS-MONTEREY | 6,600 | .08 |
| 103 | TUCSON | 6,400 | .07 |
| 104 | EVANSVILLE | 6,200 | .07 |
| 105 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 5,900 | .07 |
| 105 | EL PASO | 5,900 | .07 |
| 107 | LUBBOCK | 5,800 | .07 |
| 108 | DES MOINES | 5,700 | .07 |
| 109 | ODESSA-MIDLAND | 4,900 | .06 |
| 109 | PANAMA CITY | 4,900 | .06 |
| 111 | ERIE | 4,700 | .05 |
| 112 | CORPUS CHRISTI | 4,600 | .05 |
| 112 | TOPEKA | 4,600 | .05 |
| 114 | ALBUQUERQUE | 4,500 | .05 |
| 115 | COLUMBIA-JEFFERSON CITY | 4,200 | .05 |
| 116 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 3,900 | .05 |
| 117 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 3,800 | .04 |
| 118 | FT. SMITH | 3,400 | .04 |
| 119 | AMARILLO | 3,300 | .04 |
| 120 | MADISON | 3,100 | .04 |
| 121 | WHEELING-STEUBENVILLE | 2,900 | .03 |
| 122 | ABILENE-SWEETWATER | 2,800 | .03 |
| 123 | SALT LAKE CITY | 2,700 | .03 |
| 124 | TERRE HAUTE | 1,900 | .02 |
| 125 | RENO | 1,800 | .02 |
| 126 | JOHNSTOWN-ALTOONA | 1,600 | .02 |
| 127 | BINGHAMTON | 1,500 | .02 |
| 128 | WATERTOWN-CARTHAGE | 1,400 | .02 |
| 129 | LINCOLN-HASTINGS-KEARNEY | 1,300 | .02 |
| 129 | SPOKANE | 1,300 | .02 |
| 131 | WILKES BARRE-SCRANTON | 1,200 | .01 |
| 132 | QUINCY-HANNIBAL | 1,100 | .01 |
| 132 | SPRINGFIELD, MO | 1,100 | .01 |
| 134 | CHICO-REDDING | 1,000 | .01 |
| 135 | BURLINGTON-PLATTSBURGH | 700 | .01 |
| 135 | JOPLIN-PITTSBURG | 700 | .01 |
| 137 | EUGENE | 500 | .01 |
| 137 | PORTLAND-POLAND SPRING | 500 | .01 |
| 137 | SIOUX CITY | 500 | .01 |
| 137 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 500 | .01 |
| 141 | MCALLEN-BROWNSVILLE: LRGV | 400 | - |
| 142 | BOISE | 200 | - |
| 142 | DULUTH-SUPERIOR | 200 | - |
| 142 | EUREKA | 200 | - |
| 142 | GREAT FALLS | 200 | - |
| 142 | IDAHO FALLS-POCATELLO | 200 | - |
| 142 | SIOUX FALLS-MITCHELL | 200 | - |
| 148 | BANGOR | 100 | - |
| 148 | BILLINGS-HARDIN | 100 | - |
| 148 | GRAND JUNCTION-DURANGO | 100 | - |
| 148 | GREEN BAY-APPLETON | 100 | - |
| 148 | MEDFORD | 100 | - |
| 153 | FARGO | | |
| 153 | MISSOULA | | |
| 153 | TRAVERSE CITY-CADILLAC | | |
| 153 | WAUSAU-RHINELANDER | | |

## HISPANIC WOMEN TOTAL

US TOTAL 6,053,900

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,272,300 | 21.02 |
| 2 | NEW YORK | 1,008,200 | 16.65 |
| 3 | MIAMI-FT. LAUDERDALE | 419,100 | 6.92 |
| 4 | CHICAGO | 272,200 | 4.50 |
| 5 | HOUSTON | 241,700 | 3.99 |
| 6 | SAN ANTONIO | 219,800 | 3.63 |
| 7 | MCALLEN-BROWNSVILLE: LRGV | 182,200 | 3.01 |
| 8 | SAN DIEGO | 170,200 | 2.81 |
| 9 | SAN FRANCISCO-OAKLAND-SAN JOSE | 166,800 | 2.76 |
| 10 | DALLAS-FT. WORTH | 162,100 | 2.68 |
| 11 | EL PASO | 150,300 | 2.48 |
| 12 | SACRAMENTO-STOCKTON | 113,200 | 1.87 |
| 13 | PHOENIX | 107,200 | 1.77 |
| 14 | ALBUQUERQUE | 95,400 | 1.58 |
| 15 | WASHINGTON, DC | 88,000 | 1.45 |
| 16 | DENVER | 75,400 | 1.25 |
| 17 | FRESNO-VISALIA | 70,700 | 1.17 |
| 18 | BOSTON | 66,400 | 1.10 |
| 19 | TUCSON | 64,200 | 1.06 |
| 20 | CORPUS CHRISTI | 61,400 | 1.01 |
| 21 | PHILADELPHIA | 58,800 | .97 |
| 22 | TAMPA-ST. PETERSBURG | 55,700 | .92 |
| 23 | AUSTIN, TX | 54,900 | .91 |
| 24 | SALINAS-MONTEREY | 49,000 | .81 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 48,900 | .81 |
| 26 | HARTFORD-NEW HAVEN | 42,500 | .70 |
| 27 | BAKERSFIELD | 41,000 | .68 |
| 28 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 28,600 | .47 |
| 29 | LAS VEGAS | 28,500 | .47 |
| 30 | DETROIT | 27,900 | .46 |
| 31 | COLORADO SPRINGS-PUEBLO | 27,100 | .45 |
| 32 | SEATTLE-TACOMA | 24,700 | .41 |
| 33 | SALT LAKE CITY | 22,100 | .37 |
| 34 | NEW ORLEANS | 20,900 | .35 |
| 35 | PROVIDENCE-NEW BEDFORD | 20,500 | .34 |
| 36 | ATLANTA | 20,300 | .34 |
| 37 | ODESSA-MIDLAND | 19,600 | .32 |
| 38 | PORTLAND, OR | 18,400 | .30 |
| 39 | SPRINGFIELD, MA | 16,700 | .28 |
| 39 | WACO-TEMPLE-BRYAN | 16,700 | .28 |
| 41 | CLEVELAND | 16,400 | .27 |
| 42 | LUBBOCK | 16,200 | .27 |
| 43 | MILWAUKEE | 15,300 | .25 |
| 44 | KANSAS CITY | 15,100 | .25 |
| 45 | MINNEAPOLIS-ST. PAUL | 11,400 | .19 |
| 45 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 11,400 | .19 |
| 47 | BALTIMORE | 10,900 | .18 |
| 48 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 10,800 | .18 |
| 49 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 10,400 | .17 |
| 50 | OKLAHOMA CITY | 10,300 | .17 |
| 51 | HARRISBURG-YORK-LANCASTER-LEBANON | 10,200 | .17 |
| 52 | ROCHESTER, NY | 10,100 | .17 |
| 53 | ST. LOUIS | 9,000 | .15 |
| 54 | CHICO-REDDING | 8,700 | .14 |
| 55 | FLINT-SAGINAW-BAY CITY | 8,600 | .14 |
| 55 | JACKSONVILLE | 8,600 | .14 |
| 57 | BUFFALO | 8,300 | .14 |
| 58 | AMARILLO | 7,800 | .13 |
| 59 | ABILENE-SWEETWATER | 7,600 | .13 |
| 60 | RENO | 7,500 | .12 |
| 61 | WICHITA-HUTCHINSON | 6,700 | .11 |
| 62 | TOLEDO | 6,600 | .11 |
| 63 | LANSING | 6,100 | .10 |
| 64 | ALBANY-SCHENECTADY-TROY | 5,300 | .09 |
| 64 | WICHITA FALLS-LAWTON | 5,300 | .09 |
| 66 | OMAHA | 5,100 | .08 |
| 67 | BEAUMONT-PORT ARTHUR | 5,000 | .08 |
| 68 | BOISE | 4,900 | .08 |
| 69 | PITTSBURGH | 4,800 | .08 |
| 69 | TULSA | 4,800 | .08 |
| 71 | INDIANAPOLIS | 4,400 | .07 |
| 72 | COLUMBUS, OH | 4,000 | .07 |
| 73 | TYLER-LONGVIEW-JACKSONVILLE | 3,900 | .06 |
| 74 | CHARLOTTE | 3,800 | .06 |
| 74 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,800 | .06 |
| 74 | MOBILE-PENSACOLA | 3,800 | .06 |
| 77 | RALEIGH-DURHAM | 3,200 | .05 |
| 78 | RICHMOND | 3,100 | .05 |
| 79 | SYRACUSE | 3,000 | .05 |
| 80 | ROCKFORD | 2,800 | .05 |
| 81 | BATON ROUGE | 2,700 | .04 |
| 81 | NASHVILLE | 2,700 | .04 |
| 83 | CINCINNATI | 2,600 | .04 |
| 83 | SOUTH BEND-ELKHART | 2,600 | .04 |
| 83 | SPOKANE | 2,600 | .04 |
| 83 | TOPEKA | 2,600 | .04 |
| 87 | DAYTON | 2,500 | .04 |
| 87 | GRAND JUNCTION-DURANGO | 2,500 | .04 |
| 87 | GREENVILLE-SPARTANBURG-ASHEVILLE | 2,500 | .04 |
| 87 | YOUNGSTOWN | 2,500 | .04 |
| 91 | DES MOINES | 2,400 | .04 |
| 91 | IDAHO FALLS-POCATELLO | 2,400 | .04 |
| 91 | MEMPHIS | 2,400 | .04 |
| 94 | CHARLESTON, SC | 2,300 | .04 |
| 94 | FT. WAYNE | 2,300 | .04 |
| 94 | GREENSBORO-WINSTON SALEM-HIGH POINT | 2,300 | .04 |
| 97 | EUGENE | 2,200 | .04 |
| 97 | LINCOLN-HASTINGS-KEARNEY | 2,200 | .04 |
| 97 | TALLAHASSEE-THOMASVILLE | 2,200 | .04 |
| 100 | COLUMBIA, SC | 2,100 | .03 |
| 100 | COLUMBUS, GA | 2,100 | .03 |
| 100 | SPRINGFIELD-DECATUR-CHAMPAIGN | 2,100 | .03 |
| 103 | LOUISVILLE | 2,000 | .03 |
| 104 | SHREVEPORT-TEXARKANA | 1,900 | .03 |
| 105 | MADISON | 1,800 | .03 |
| 106 | AUGUSTA | 1,700 | .03 |
| 106 | PEORIA-BLOOMINGTON | 1,700 | .03 |
| 108 | EUREKA | 1,600 | .03 |
| 108 | MEDFORD | 1,600 | .03 |
| 110 | FT. SMITH | 1,500 | .02 |
| 111 | BILOXI-GULFPORT-PASCAGOULA | 1,400 | .02 |
| 111 | BIRMINGHAM | 1,400 | .02 |
| 111 | LITTLE ROCK | 1,400 | .02 |
| 114 | HUNTSVILLE-DECATUR-FLORENCE | 1,300 | .02 |
| 114 | LEXINGTON | 1,300 | .02 |
| 116 | WILKES BARRE-SCRANTON | 1,100 | .02 |
| 117 | BINGHAMTON | 1,000 | .02 |
| 117 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,000 | .02 |
| 117 | GREENVILLE-NEW BERN-WASHINGTON | 1,000 | .02 |
| 117 | KNOXVILLE | 1,000 | .02 |
| 117 | SIOUX CITY | 1,000 | .02 |
| 122 | BILLINGS-HARDIN | 900 | .01 |
| 122 | BURLINGTON-PLATTSBURGH | 900 | .01 |
| 122 | CHATTANOOGA | 900 | .01 |
| 122 | ERIE | 900 | .01 |
| 122 | LAFAYETTE, LA | 900 | .01 |
| 122 | MACON | 900 | .01 |
| 122 | ROANOKE-LYNCHBURG | 900 | .01 |
| 122 | SAVANNAH | 900 | .01 |
| 130 | PANAMA CITY | 800 | .01 |
| 130 | SPRINGFIELD, MO | 800 | .01 |
| 132 | COLUMBIA-JEFFERSON CITY | 700 | .01 |
| 132 | GREEN BAY-APPLETON | 700 | .01 |
| 132 | JACKSON, MS | 700 | .01 |
| 132 | MONTGOMERY-SELMA | 700 | .01 |
| 132 | PORTLAND-POLAND SPRING | 700 | .01 |
| 132 | WATERTOWN-CARTHAGE | 700 | .01 |
| 138 | JOHNSTOWN-ALTOONA | 600 | .01 |
| 139 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 500 | .01 |
| 139 | EVANSVILLE | 500 | .01 |
| 139 | FARGO | 500 | .01 |
| 139 | JOPLIN-PITTSBURG | 500 | .01 |
| 139 | MISSOULA | 500 | .01 |
| 139 | MONROE-EL DORADO | 500 | .01 |
| 145 | CHARLESTON-HUNTINGTON | 400 | .01 |
| 145 | GREAT FALLS | 400 | .01 |
| 145 | WHEELING-STEUBENVILLE | 400 | .01 |
| 145 | WILMINGTON | 400 | .01 |
| 149 | ALBANY, GA | 300 | - |
| 149 | BANGOR | 300 | - |
| 149 | DULUTH-SUPERIOR | 300 | - |
| 152 | SIOUX FALLS-MITCHELL | 200 | - |
| 152 | TERRE HAUTE | 200 | - |
| 154 | QUINCY-HANNIBAL | 100 | - |
| 154 | TRAVERSE CITY-CADILLAC | 100 | - |
| 154 | WAUSAU-RHINELANDER | 100 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL WOMEN 18-49

US TOTAL 42,282,400

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 3,938,200 | 9.31 |
| 2 | LOS ANGELES | 2,883,600 | 6.82 |
| 3 | CHICAGO | 1,948,800 | 4.61 |
| 4 | PHILADELPHIA | 1,194,800 | 2.83 |
| 5 | WASHINGTON, DC | 1,139,400 | 2.69 |
| 6 | DALLAS-FT. WORTH | 1,084,300 | 2.56 |
| 7 | DETROIT | 1,051,700 | 2.49 |
| 8 | BOSTON | 989,100 | 2.34 |
| 9 | HOUSTON | 971,500 | 2.30 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 928,700 | 2.20 |
| 11 | ATLANTA | 829,000 | 1.96 |
| 12 | SEATTLE-TACOMA | 668,400 | 1.58 |
| 13 | MINNEAPOLIS-ST. PAUL | 662,700 | 1.57 |
| 14 | SAN DIEGO | 639,300 | 1.51 |
| 15 | BALTIMORE | 615,400 | 1.46 |
| 16 | ST. LOUIS | 593,400 | 1.40 |
| 17 | SACRAMENTO-STOCKTON | 574,700 | 1.36 |
| 18 | PHOENIX | 531,000 | 1.26 |
| 19 | CLEVELAND | 496,500 | 1.17 |
| 20 | DENVER | 493,000 | 1.17 |
| 21 | PITTSBURGH | 475,900 | 1.13 |
| 22 | MIAMI-FT. LAUDERDALE | 475,500 | 1.12 |
| 23 | TAMPA-ST. PETERSBURG | 469,100 | 1.11 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 462,100 | 1.09 |
| 25 | HARTFORD-NEW HAVEN | 412,100 | .97 |
| 26 | PORTLAND, OR | 404,900 | .96 |
| 27 | KANSAS CITY | 396,300 | .94 |
| 28 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 370,400 | .88 |
| 29 | COLUMBUS, OH | 365,200 | .86 |
| 30 | CINCINNATI | 353,700 | .84 |
| 31 | INDIANAPOLIS | 353,100 | .84 |
| 32 | MILWAUKEE | 350,000 | .83 |
| 33 | PROVIDENCE-NEW BEDFORD | 349,000 | .83 |
| 34 | HARRISBURG-YORK-LANCASTER-LEBANON | 344,900 | .82 |
| 35 | SAN ANTONIO | 329,500 | .78 |
| 36 | SALT LAKE CITY | 315,400 | .75 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 314,000 | .74 |
| 38 | CHARLOTTE | 309,500 | .73 |
| 39 | NEW ORLEANS | 307,000 | .73 |
| 40 | BUFFALO | 278,200 | .66 |
| 41 | NASHVILLE | 264,000 | .62 |
| 42 | GREENVILLE-SPARTANBURG-ASHEVILLE | 260,600 | .62 |
| 43 | MEMPHIS | 254,500 | .60 |
| 44 | GREENSBORO-WINSTON SALEM-HIGH POINT | 245,900 | .58 |
| 45 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 242,900 | .57 |
| 46 | DAYTON | 241,700 | .57 |
| 47 | ROCHESTER, NY | 241,600 | .57 |
| 48 | JACKSONVILLE | 240,400 | .57 |
| 49 | OKLAHOMA CITY | 238,400 | .56 |
| 50 | LOUISVILLE | 234,700 | .56 |
| 51 | RICHMOND | 234,200 | .55 |
| 52 | AUSTIN, TX | 228,100 | .54 |
| 53 | BIRMINGHAM | 223,800 | .53 |
| 54 | RALEIGH-DURHAM | 220,300 | .52 |
| 55 | FLINT-SAGINAW-BAY CITY | 217,600 | .51 |
| 56 | ALBANY-SCHENECTADY-TROY | 214,800 | .51 |
| 57 | MOBILE-PENSACOLA | 200,700 | .47 |
| 58 | LAS VEGAS | 193,400 | .46 |
| 59 | TULSA | 180,400 | .43 |
| 60 | ALBUQUERQUE | 179,000 | .42 |
| 61 | TUCSON | 170,600 | .40 |
| 62 | SYRACUSE | 164,000 | .39 |
| 63 | TOLEDO | 160,100 | .38 |
| 64 | FRESNO-VISALIA | 157,100 | .37 |
| 65 | OMAHA | 154,900 | .37 |
| 66 | SPRINGFIELD, MA | 154,100 | .36 |
| 67 | LANSING | 153,400 | .36 |
| 68 | KNOXVILLE | 152,100 | .36 |
| 69 | LITTLE ROCK | 150,200 | .36 |
| 70 | MCALLEN-BROWNSVILLE: LRGV | 149,100 | .35 |
| 71 | EL PASO | 148,500 | .35 |
| 72 | SALINAS-MONTEREY | 143,800 | .34 |
| 73 | SPRINGFIELD-DECATUR-CHAMPAIGN | 137,900 | .33 |
| 74 | WILKES BARRE-SCRANTON | 137,800 | .33 |
| 75 | BATON ROUGE | 137,400 | .32 |
| 76 | CHARLESTON, SC | 132,500 | .31 |
| 77 | COLORADO SPRINGS-PUEBLO | 131,500 | .31 |
| 78 | CHARLESTON-HUNTINGTON | 129,500 | .31 |
| 79 | WICHITA-HUTCHINSON | 129,100 | .31 |
| 80 | COLUMBIA, SC | 124,600 | .29 |
| 81 | DES MOINES | 122,400 | .29 |
| 82 | SHREVEPORT-TEXARKANA | 117,000 | .28 |
| 83 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 116,900 | .28 |
| 84 | PEORIA-BLOOMINGTON | 113,800 | .27 |
| 85 | LEXINGTON | 113,600 | .27 |
| 86 | BAKERSFIELD | 109,400 | .26 |
| 87 | YOUNGSTOWN | 109,200 | .26 |
| 88 | FT. WAYNE | 108,500 | .26 |
| 89 | WACO-TEMPLE-BRYAN | 107,600 | .25 |
| 90 | ROANOKE-LYNCHBURG | 107,300 | .25 |
| 91 | CHATTANOOGA | 106,100 | .25 |
| 92 | SOUTH BEND-ELKHART | 105,200 | .25 |
| 93 | MADISON | 105,100 | .25 |
| 94 | JACKSON, MS | 102,100 | .24 |
| 95 | SPOKANE | 101,500 | .24 |
| 96 | HUNTSVILLE-DECATUR-FLORENCE | 101,200 | .24 |
| 97 | FT. SMITH | 100,800 | .24 |
| 98 | AUGUSTA | 100,700 | .24 |
| 99 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 100,400 | .24 |
| 100 | CHICO-REDDING | 91,400 | .22 |
| 101 | PORTLAND-POLAND SPRING | 87,900 | .21 |
| 102 | TALLAHASSEE-THOMASVILLE | 86,800 | .21 |
| 103 | LINCOLN-HASTINGS-KEARNEY | 84,600 | .20 |
| 104 | GREEN BAY-APPLETON | 84,200 | .20 |
| 105 | MONTGOMERY-SELMA | 83,000 | .20 |
| 106 | CORPUS CHRISTI | 81,600 | .19 |
| 107 | BEAUMONT-PORT ARTHUR | 80,800 | .19 |
| 108 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 80,200 | .19 |
| 109 | GREENVILLE-NEW BERN-WASHINGTON | 79,000 | .19 |
| 110 | BURLINGTON-PLATTSBURGH | 78,600 | .19 |
| 111 | ROCKFORD | 78,100 | .18 |
| 112 | JOHNSTOWN-ALTOONA | 77,900 | .18 |
| 113 | MACON | 73,700 | .17 |
| 114 | EVANSVILLE | 72,500 | .17 |
| 115 | BOISE | 70,800 | .17 |
| 116 | EUGENE | 69,700 | .16 |
| 117 | TYLER-LONGVIEW-JACKSONVILLE | 68,200 | .16 |
| 118 | SAVANNAH | 67,500 | .16 |
| 119 | RENO | 66,700 | .16 |
| 120 | BILOXI-GULFPORT-PASCAGOULA | 66,300 | .16 |
| 121 | ERIE | 64,400 | .15 |
| 122 | BINGHAMTON | 62,500 | .15 |
| 123 | SPRINGFIELD, MO | 62,200 | .15 |
| 124 | DULUTH-SUPERIOR | 58,100 | .14 |
| 125 | COLUMBUS, GA | 57,700 | .14 |
| 126 | WICHITA FALLS-LAWTON | 57,600 | .14 |
| 127 | LUBBOCK | 57,400 | .14 |
| 128 | WHEELING-STEUBENVILLE | 57,200 | .14 |
| 129 | ODESSA-MIDLAND | 55,900 | .13 |
| 130 | MONROE-EL DORADO | 48,800 | .12 |
| 131 | COLUMBIA-JEFFERSON CITY | 48,400 | .11 |
| 132 | AMARILLO | 45,000 | .11 |
| 133 | WILMINGTON | 44,000 | .10 |
| 134 | FARGO | 43,700 | .10 |
| 135 | TOPEKA | 42,000 | .10 |
| 136 | LAFAYETTE, LA | 41,700 | .10 |
| 137 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 40,000 | .09 |
| 138 | WAUSAU-RHINELANDER | 38,700 | .09 |
| 139 | JOPLIN-PITTSBURG | 38,600 | .09 |
| 140 | IDAHO FALLS-POCATELLO | 38,400 | .09 |
| 141 | ABILENE-SWEETWATER | 37,400 | .09 |
| 142 | SIOUX FALLS-MITCHELL | 37,000 | .09 |
| 143 | TERRE HAUTE | 36,800 | .09 |
| 144 | BANGOR | 36,600 | .09 |
| 145 | MEDFORD | 32,700 | .08 |
| 146 | PANAMA CITY | 31,200 | .07 |
| 147 | MISSOULA | 29,600 | .07 |
| 148 | EUREKA | 28,500 | .07 |
| 149 | ALBANY, GA | 27,700 | .07 |
| 150 | BILLINGS-HARDIN | 26,900 | .06 |
| 151 | WATERTOWN-CARTHAGE | 26,400 | .06 |
| 152 | SIOUX CITY | 25,600 | .06 |
| 153 | TRAVERSE CITY-CADILLAC | 21,900 | .05 |
| 154 | GRAND JUNCTION-DURANGO | 21,200 | .05 |
| 155 | QUINCY-HANNIBAL | 20,100 | .05 |
| 156 | GREAT FALLS | 17,700 | .04 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK WOMEN 18-49

US TOTAL 6,058,400

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 795,100 | 13.12 |
| 2 | CHICAGO | 392,800 | 6.48 |
| 3 | WASHINGTON, DC | 308,200 | 5.09 |
| 4 | LOS ANGELES | 259,900 | 4.29 |
| 5 | DETROIT | 248,300 | 4.10 |
| 6 | PHILADELPHIA | 237,100 | 3.91 |
| 7 | ATLANTA | 229,900 | 3.79 |
| 8 | HOUSTON | 177,500 | 2.93 |
| 9 | BALTIMORE | 168,900 | 2.79 |
| 10 | DALLAS-FT. WORTH | 156,500 | 2.58 |
| 11 | NEW ORLEANS | 110,500 | 1.82 |
| 12 | ST. LOUIS | 108,400 | 1.79 |
| 13 | SAN FRANCISCO-OAKLAND-SAN JOSE | 106,700 | 1.76 |
| 14 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 106,400 | 1.76 |
| 15 | MEMPHIS | 104,400 | 1.72 |
| 16 | MIAMI-FT.LAUDERDALE | 101,100 | 1.67 |
| 17 | CLEVELAND | 95,500 | 1.58 |
| 18 | RICHMOND | 70,800 | 1.17 |
| 19 | CHARLOTTE | 65,500 | 1.08 |
| 20 | BIRMINGHAM | 62,200 | 1.03 |
| 21 | BOSTON | 60,600 | 1.00 |
| 22 | RALEIGH-DURHAM | 55,600 | .92 |
| 23 | MILWAUKEE | 52,500 | .87 |
| 24 | GREENSBORO-WINSTON SALEM-HIGH POINT | 52,400 | .86 |
| 25 | KANSAS CITY | 51,100 | .84 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 50,600 | .84 |
| 27 | CINCINNATI | 47,600 | .79 |
| 27 | TAMPA-ST.PETERSBURG | 47,600 | .79 |
| 29 | JACKSONVILLE | 47,200 | .78 |
| 30 | HARTFORD-NEW HAVEN | 45,700 | .75 |
| 31 | MOBILE-PENSACOLA | 45,300 | .75 |
| 32 | INDIANAPOLIS | 45,100 | .74 |
| 33 | JACKSON, MS | 44,500 | .73 |
| 34 | COLUMBUS, OH | 43,500 | .72 |
| 35 | PITTSBURGH | 42,200 | .70 |
| 36 | BATON ROUGE | 42,000 | .69 |
| 37 | NASHVILLE | 41,900 | .69 |
| 38 | GREENVILLE-SPARTANBURG-ASHEVILLE | 40,100 | .66 |
| 39 | COLUMBIA, SC | 39,100 | .65 |
| 40 | CHARLESTON, SC | 39,000 | .64 |
| 41 | SAN DIEGO | 38,200 | .63 |
| 42 | SHREVEPORT-TEXARKANA | 37,700 | .62 |
| 43 | LITTLE ROCK | 35,600 | .59 |
| 44 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 33,900 | .56 |
| 45 | MONTGOMERY-SELMA | 33,500 | .55 |
| 46 | SACRAMENTO-STOCKTON | 33,100 | .55 |
| 47 | DAYTON | 32,600 | .54 |
| 48 | AUGUSTA | 32,300 | .53 |
| 49 | FLINT-SAGINAW-BAY CITY | 32,200 | .53 |
| 50 | LOUISVILLE | 32,100 | .53 |
| 51 | BUFFALO | 31,300 | .52 |
| 52 | SEATTLE-TACOMA | 29,800 | .49 |
| 53 | MACON | 27,200 | .45 |
| 54 | OKLAHOMA CITY | 26,500 | .44 |
| 55 | TALLAHASSEE-THOMASVILLE | 26,100 | .43 |
| 56 | GREENVILLE-NEW BERN-WASHINGTON | 25,400 | .42 |
| 57 | DENVER | 25,000 | .41 |
| 58 | ROCHESTER, NY | 24,600 | .41 |
| 59 | SAVANNAH | 24,100 | .40 |
| 60 | COLUMBUS, GA | 23,100 | .38 |
| 61 | MINNEAPOLIS-ST. PAUL | 23,000 | .38 |
| 62 | SAN ANTONIO | 22,200 | .37 |
| 63 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 20,800 | .34 |
| 64 | BEAUMONT-PORT ARTHUR | 19,900 | .33 |
| 65 | AUSTIN, TX | 19,500 | .32 |
| 66 | WACO-TEMPLE-BRYAN | 19,400 | .32 |
| 67 | LAS VEGAS | 18,700 | .31 |
| 68 | HUNTSVILLE-DECATUR-FLORENCE | 18,400 | .30 |
| 69 | PHOENIX | 18,000 | .30 |
| 70 | TOLEDO | 17,800 | .29 |
| 71 | ROANOKE-LYNCHBURG | 16,700 | .28 |
| 72 | HARRISBURG-YORK-LANCASTER-LEBANON | 15,300 | .25 |
| 73 | MONROE-EL DORADO | 15,000 | .25 |
| 74 | CHATTANOOGA | 14,800 | .24 |
| 75 | TULSA | 14,600 | .24 |
| 76 | TYLER-LONGVIEW-JACKSONVILLE | 14,100 | .23 |
| 77 | BILOXI-GULFPORT-PASCAGOULA | 13,800 | .23 |
| 78 | SPRINGFIELD-DECATUR-CHAMPAIGN | 13,500 | .22 |
| 79 | ALBANY, GA | 13,300 | .22 |
| 80 | OMAHA | 13,000 | .21 |
| 81 | YOUNGSTOWN | 12,900 | .21 |
| 82 | LANSING | 11,300 | .19 |
| 83 | ALBANY-SCHENECTADY-TROY | 10,600 | .17 |
| 83 | LEXINGTON | 10,600 | .17 |
| 85 | SYRACUSE | 10,300 | .17 |
| 86 | PROVIDENCE-NEW BEDFORD | 10,000 | .17 |
| 87 | PORTLAND, OR | 9,800 | .16 |
| 88 | LAFAYETTE, LA | 9,700 | .16 |
| 88 | SPRINGFIELD, MA | 9,700 | .16 |
| 90 | KNOXVILLE | 9,600 | .16 |
| 91 | WICHITA-HUTCHINSON | 9,400 | .16 |
| 92 | WILMINGTON | 8,400 | .14 |
| 93 | PEORIA-BLOOMINGTON | 8,000 | .13 |
| 94 | FT. WAYNE | 7,800 | .13 |
| 94 | SOUTH BEND-ELKHART | 7,800 | .13 |
| 96 | FRESNO-VISALIA | 7,700 | .13 |
| 97 | COLORADO SPRINGS-PUEBLO | 7,400 | .12 |
| 98 | WICHITA FALLS-LAWTON | 7,100 | .12 |
| 99 | ROCKFORD | 6,600 | .11 |
| 100 | BAKERSFIELD | 5,700 | .09 |
| 101 | SALINAS-MONTEREY | 5,300 | .09 |
| 102 | CHARLESTON-HUNTINGTON | 4,800 | .08 |
| 103 | EL PASO | 4,700 | .08 |
| 104 | TUCSON | 4,500 | .07 |
| 105 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 4,400 | .07 |
| 106 | LUBBOCK | 4,200 | .07 |
| 107 | EVANSVILLE | 4,100 | .07 |
| 108 | DES MOINES | 3,900 | .06 |
| 109 | ERIE | 3,500 | .06 |
| 110 | ODESSA-MIDLAND | 3,300 | .05 |
| 110 | PANAMA CITY | 3,300 | .05 |
| 112 | ALBUQUERQUE | 3,200 | .05 |
| 112 | COLUMBIA-JEFFERSON CITY | 3,200 | .05 |
| 114 | TOPEKA | 3,100 | .05 |
| 115 | CORPUS CHRISTI | 2,900 | .05 |
| 116 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 2,800 | .05 |
| 117 | MADISON | 2,700 | .04 |
| 118 | AMARILLO | 2,400 | .04 |
| 118 | FT. SMITH | 2,400 | .04 |
| 120 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 2,300 | .04 |
| 121 | SALT LAKE CITY | 2,100 | .03 |
| 122 | ABILENE-SWEETWATER | 1,900 | .03 |
| 123 | WHEELING-STEUBENVILLE | 1,800 | .03 |
| 124 | RENO | 1,400 | .02 |
| 124 | WATERTOWN-CARTHAGE | 1,400 | .02 |
| 126 | TERRE HAUTE | 1,300 | .02 |
| 127 | BINGHAMTON | 1,200 | .02 |
| 128 | JOHNSTOWN-ALTOONA | 1,100 | .02 |
| 129 | LINCOLN-HASTINGS-KEARNEY | 1,000 | .02 |
| 130 | SPOKANE | 900 | .01 |
| 130 | WILKES BARRE-SCRANTON | 900 | .01 |
| 132 | SPRINGFIELD, MO | 800 | .01 |
| 133 | BURLINGTON-PLATTSBURGH | 700 | .01 |
| 133 | CHICO-REDDING | 700 | .01 |
| 133 | QUINCY-HANNIBAL | 700 | .01 |
| 136 | EUGENE | 400 | .01 |
| 136 | JOPLIN-PITTSBURG | 400 | .01 |
| 136 | PORTLAND-POLAND SPRING | 400 | .01 |
| 136 | SIOUX CITY | 400 | .01 |
| 140 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 300 | - |
| 141 | BOISE | 200 | - |
| 141 | EUREKA | 200 | - |
| 141 | GREAT FALLS | 200 | - |
| 141 | IDAHO FALLS-POCATELLO | 200 | - |
| 141 | MCALLEN-BROWNSVILLE: LRGV | 200 | - |
| 141 | SIOUX FALLS-MITCHELL | 200 | - |
| 147 | BANGOR | 100 | - |
| 147 | BILLINGS-HARDIN | 100 | - |
| 147 | DULUTH-SUPERIOR | 100 | - |
| 147 | GRAND JUNCTION-DURANGO | 100 | - |
| 147 | GREEN BAY-APPLETON | 100 | - |
| 147 | MEDFORD | 100 | - |
| 153 | FARGO | | |
| 153 | MISSOULA | | |
| 153 | TRAVERSE CITY-CADILLAC | | |
| 153 | WAUSAU-RHINELANDER | | |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC WOMEN 18-49

US TOTAL 4,594,900

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,018,300 | 22.16 |
| 2 | NEW YORK | 737,900 | 16.06 |
| 3 | MIAMI-FT. LAUDERDALE | 247,300 | 5.38 |
| 4 | CHICAGO | 217,800 | 4.74 |
| 5 | HOUSTON | 198,000 | 4.31 |
| 6 | SAN ANTONIO | 157,300 | 3.42 |
| 7 | DALLAS-FT. WORTH | 135,500 | 2.95 |
| 8 | SAN DIEGO | 134,200 | 2.92 |
| 9 | MCALLEN-BROWNSVILLE: LRGV | 132,300 | 2.88 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 123,800 | 2.69 |
| 11 | EL PASO | 108,100 | 2.35 |
| 12 | SACRAMENTO-STOCKTON | 87,900 | 1.91 |
| 13 | PHOENIX | 85,500 | 1.86 |
| 14 | WASHINGTON, DC | 71,000 | 1.55 |
| 15 | ALBUQUERQUE | 68,600 | 1.49 |
| 16 | DENVER | 58,300 | 1.27 |
| 17 | FRESNO-VISALIA | 55,100 | 1.20 |
| 18 | BOSTON | 54,200 | 1.18 |
| 19 | TUCSON | 46,900 | 1.02 |
| 20 | PHILADELPHIA | 46,300 | 1.01 |
| 21 | AUSTIN, TX | 45,000 | .98 |
| 22 | CORPUS CHRISTI | 43,300 | .94 |
| 23 | SALINAS-MONTEREY | 39,800 | .87 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 35,400 | .77 |
| 25 | TAMPA-ST. PETERSBURG | 35,300 | .77 |
| 26 | HARTFORD-NEW HAVEN | 34,300 | .75 |
| 27 | BAKERSFIELD | 33,100 | .72 |
| 28 | LAS VEGAS | 21,900 | .48 |
| 29 | DETROIT | 20,500 | .45 |
| 29 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 20,500 | .45 |
| 31 | SEATTLE-TACOMA | 20,300 | .44 |
| 32 | COLORADO SPRINGS-PUEBLO | 19,600 | .43 |
| 33 | SALT LAKE CITY | 17,500 | .38 |
| 34 | ATLANTA | 16,700 | .36 |
| 35 | PROVIDENCE-NEW BEDFORD | 16,200 | .35 |
| 36 | ODESSA-MIDLAND | 15,900 | .35 |
| 37 | PORTLAND, OR | 15,100 | .33 |
| 38 | SPRINGFIELD, MA | 14,000 | .30 |
| 39 | NEW ORLEANS | 13,600 | .30 |
| 40 | WACO-TEMPLE-BRYAN | 13,200 | .29 |
| 41 | LUBBOCK | 12,900 | .28 |
| 42 | CLEVELAND | 12,600 | .27 |
| 43 | MILWAUKEE | 12,300 | .27 |
| 44 | KANSAS CITY | 11,500 | .25 |
| 45 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 9,300 | .20 |
| 46 | MINNEAPOLIS-ST. PAUL | 9,200 | .20 |
| 46 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 9,200 | .20 |
| 48 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 8,500 | .18 |
| 49 | OKLAHOMA CITY | 8,400 | .18 |
| 50 | BALTIMORE | 8,200 | .18 |
| 50 | HARRISBURG-YORK-LANCASTER-LEBANON | 8,200 | .18 |
| 52 | ROCHESTER, NY | 8,100 | .18 |
| 53 | CHICO-REDDING | 6,700 | .15 |
| 54 | ST. LOUIS | 6,500 | .14 |
| 55 | AMARILLO | 6,400 | .14 |
| 55 | BUFFALO | 6,400 | .14 |
| 55 | FLINT-SAGINAW-BAY CITY | 6,400 | .14 |
| 55 | JACKSONVILLE | 6,400 | .14 |
| 59 | ABILENE-SWEETWATER | 6,000 | .13 |
| 59 | RENO | 6,000 | .13 |
| 61 | TOLEDO | 5,100 | .11 |
| 62 | WICHITA-HUTCHINSON | 5,000 | .11 |
| 63 | LANSING | 4,900 | .11 |
| 64 | WICHITA FALLS-LAWTON | 4,300 | .09 |
| 65 | ALBANY-SCHENECTADY-TROY | 4,200 | .09 |
| 66 | BOISE | 4,000 | .09 |
| 67 | OMAHA | 3,900 | .08 |
| 67 | TULSA | 3,900 | .08 |
| 69 | INDIANAPOLIS | 3,500 | .08 |
| 70 | BEAUMONT-PORT ARTHUR | 3,400 | .07 |
| 71 | COLUMBUS, OH | 3,300 | .07 |
| 71 | TYLER-LONGVIEW-JACKSONVILLE | 3,300 | .07 |
| 73 | PITTSBURGH | 3,200 | .07 |
| 74 | CHARLOTTE | 3,100 | .07 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 2,700 | .06 |
| 75 | MOBILE-PENSACOLA | 2,700 | .06 |
| 75 | RALEIGH-DURHAM | 2,700 | .06 |
| 78 | RICHMOND | 2,400 | .05 |
| 78 | SYRACUSE | 2,400 | .05 |
| 80 | NASHVILLE | 2,300 | .05 |
| 80 | ROCKFORD | 2,300 | .05 |
| 82 | CINCINNATI | 2,100 | .05 |
| 82 | SOUTH BEND-ELKHART | 2,100 | .05 |
| 82 | SPOKANE | 2,100 | .05 |
| 85 | BATON ROUGE | 2,000 | .04 |
| 85 | GREENVILLE-SPARTANBURG-ASHEVILLE | 2,000 | .04 |
| 85 | IDAHO FALLS-POCATELLO | 2,000 | .04 |
| 88 | CHARLESTON, SC | 1,900 | .04 |
| 88 | DAYTON | 1,900 | .04 |
| 88 | DES MOINES | 1,900 | .04 |
| 88 | FT. WAYNE | 1,900 | .04 |
| 88 | GREENSBORO-WINSTON SALEM-HIGH POINT | 1,900 | .04 |
| 88 | MEMPHIS | 1,900 | .04 |
| 94 | COLUMBUS, GA | 1,800 | .04 |
| 94 | EUGENE | 1,800 | .04 |
| 94 | GRAND JUNCTION-DURANGO | 1,800 | .04 |
| 94 | LINCOLN-HASTINGS-KEARNEY | 1,800 | .04 |
| 94 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,800 | .04 |
| 94 | TALLAHASSEE-THOMASVILLE | 1,800 | .04 |
| 94 | TOPEKA | 1,800 | .04 |
| 94 | YOUNGSTOWN | 1,800 | .04 |
| 102 | COLUMBIA, SC | 1,700 | .04 |
| 103 | LOUISVILLE | 1,500 | .03 |
| 103 | MADISON | 1,500 | .03 |
| 103 | SHREVEPORT-TEXARKANA | 1,500 | .03 |
| 106 | AUGUSTA | 1,400 | .03 |
| 107 | EUREKA | 1,300 | .03 |
| 107 | MEDFORD | 1,300 | .03 |
| 107 | PEORIA-BLOOMINGTON | 1,300 | .03 |
| 110 | BIRMINGHAM | 1,200 | .03 |
| 110 | FT. SMITH | 1,200 | .03 |
| 110 | LITTLE ROCK | 1,200 | .03 |
| 113 | BILOXI-GULFPORT-PASCAGOULA | 1,100 | .02 |
| 113 | LEXINGTON | 1,100 | .02 |
| 115 | HUNTSVILLE-DECATUR-FLORENCE | 1,000 | .02 |
| 116 | GREENVILLE-NEW BERN-WASHINGTON | 900 | .02 |
| 116 | SIOUX CITY | 900 | .02 |
| 118 | BINGHAMTON | 800 | .02 |
| 118 | BURLINGTON-PLATTSBURGH | 800 | .02 |
| 118 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 800 | .02 |
| 118 | KNOXVILLE | 800 | .02 |
| 118 | ROANOKE-LYNCHBURG | 800 | .02 |
| 118 | WILKES BARRE-SCRANTON | 800 | .02 |
| 124 | BILLINGS-HARDIN | 700 | .02 |
| 124 | CHATTANOOGA | 700 | .02 |
| 124 | ERIE | 700 | .02 |
| 124 | LAFAYETTE, LA | 700 | .02 |
| 124 | MACON | 700 | .02 |
| 124 | SAVANNAH | 700 | .02 |
| 124 | SPRINGFIELD, MO | 700 | .02 |
| 131 | COLUMBIA-JEFFERSON CITY | 600 | .01 |
| 131 | GREEN BAY-APPLETON | 600 | .01 |
| 131 | JACKSON, MS | 600 | .01 |
| 131 | MONTGOMERY-SELMA | 600 | .01 |
| 131 | PANAMA CITY | 600 | .01 |
| 131 | PORTLAND-POLAND SPRING | 600 | .01 |
| 131 | WATERTOWN-CARTHAGE | 600 | .01 |
| 138 | FARGO | 500 | .01 |
| 138 | JOHNSTOWN-ALTOONA | 500 | .01 |
| 138 | JOPLIN-PITTSBURG | 500 | .01 |
| 141 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 400 | .01 |
| 141 | EVANSVILLE | 400 | .01 |
| 141 | MISSOULA | 400 | .01 |
| 141 | MONROE-EL DORADO | 400 | .01 |
| 145 | CHARLESTON-HUNTINGTON | 300 | .01 |
| 145 | GREAT FALLS | 300 | .01 |
| 145 | WHEELING-STEUBENVILLE | 300 | .01 |
| 145 | WILMINGTON | 300 | .01 |
| 149 | ALBANY, GA | 200 | - |
| 149 | BANGOR | 200 | - |
| 149 | DULUTH-SUPERIOR | 200 | - |
| 149 | SIOUX FALLS-MITCHELL | 200 | - |
| 153 | QUINCY-HANNIBAL | 100 | - |
| 153 | TERRE HAUTE | 100 | - |
| 153 | TRAVERSE CITY-CADILLAC | 100 | - |
| 153 | WAUSAU-RHINELANDER | 100 | - |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL WOMEN 12-24** US TOTAL 15,279,100

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,351,800 | 8.85 |
| 2 | LOS ANGELES | 1,060,800 | 6.94 |
| 3 | CHICAGO | 695,400 | 4.55 |
| 4 | PHILADELPHIA | 424,200 | 2.78 |
| 5 | DETROIT | 380,700 | 2.49 |
| 6 | DALLAS-FT. WORTH | 377,400 | 2.47 |
| 7 | WASHINGTON, DC | 360,000 | 2.36 |
| 8 | HOUSTON | 348,700 | 2.28 |
| 9 | BOSTON | 343,400 | 2.25 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 280,300 | 1.83 |
| 11 | ATLANTA | 275,500 | 1.80 |
| 12 | SAN DIEGO | 231,200 | 1.51 |
| 13 | MINNEAPOLIS-ST. PAUL | 219,800 | 1.44 |
| 14 | SEATTLE-TACOMA | 213,400 | 1.40 |
| 15 | ST. LOUIS | 211,700 | 1.39 |
| 16 | SACRAMENTO-STOCKTON | 207,500 | 1.36 |
| 17 | BALTIMORE | 202,900 | 1.33 |
| 18 | PHOENIX | 192,900 | 1.26 |
| 19 | CLEVELAND | 175,800 | 1.15 |
| 20 | MIAMI-FT.LAUDERDALE | 169,200 | 1.11 |
| 21 | PITTSBURGH | 163,400 | 1.07 |
| 22 | ORLANDO-DAYTONA BEACH-MELBOURNE | 160,900 | 1.05 |
| 23 | TAMPA-ST.PETERSBURG | 157,100 | 1.03 |
| 24 | SALT LAKE CITY | 156,200 | 1.02 |
| 25 | DENVER | 155,200 | 1.02 |
| 26 | HARTFORD-NEW HAVEN | 140,200 | .92 |
| 27 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 138,800 | .91 |
| 28 | KANSAS CITY | 135,600 | .89 |
| 29 | PORTLAND, OR | 135,200 | .88 |
| 30 | COLUMBUS, OH | 134,900 | .88 |
| 31 | SAN ANTONIO | 132,100 | .86 |
| 32 | PROVIDENCE-NEW BEDFORD | 131,500 | .86 |
| 33 | INDIANAPOLIS | 131,300 | .86 |
| 34 | CINCINNATI | 130,600 | .85 |
| 35 | MILWAUKEE | 127,100 | .83 |
| 36 | HARRISBURG-YORK-LANCASTER-LEBANON | 126,600 | .83 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 122,300 | .80 |
| 38 | NEW ORLEANS | 117,400 | .77 |
| 39 | CHARLOTTE | 111,400 | .73 |
| 40 | BUFFALO | 102,200 | .67 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 99,100 | .65 |
| 42 | MEMPHIS | 95,500 | .63 |
| 43 | NASHVILLE | 93,600 | .61 |
| 44 | DAYTON | 90,900 | .59 |
| 45 | OKLAHOMA CITY | 90,100 | .59 |
| 46 | GREENSBORO-WINSTON SALEM-HIGH POINT | 89,600 | .59 |
| 47 | AUSTIN, TX | 88,600 | .58 |
| 48 | ROCHESTER, NY | 87,000 | .57 |
| 49 | JACKSONVILLE | 85,200 | .56 |
| 50 | FLINT-SAGINAW-BAY CITY | 84,400 | .55 |
| 51 | LOUISVILLE | 83,600 | .55 |
| 52 | BIRMINGHAM | 82,000 | .54 |
| 53 | RALEIGH-DURHAM | 79,400 | .52 |
| 54 | ALBANY-SCHENECTADY-TROY | 79,300 | .52 |
| 55 | RICHMOND | 79,100 | .52 |
| 56 | MCALLEN-BROWNSVILLE: LRGV | 79,000 | .52 |
| 57 | MOBILE-PENSACOLA | 78,300 | .51 |
| 58 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 76,700 | .50 |
| 59 | EL PASO | 68,500 | .45 |
| 60 | TUCSON | 66,400 | .43 |
| 61 | LAS VEGAS | 66,100 | .43 |
| 62 | TOLEDO | 65,700 | .43 |
| 63 | FRESNO-VISALIA | 65,100 | .43 |
| 64 | SYRACUSE | 64,900 | .42 |
| 65 | LANSING | 64,200 | .42 |
| 66 | TULSA | 63,900 | .42 |
| 67 | SPRINGFIELD, MA | 63,700 | .42 |
| 68 | ALBUQUERQUE | 61,600 | .40 |
| 69 | LITTLE ROCK | 57,400 | .38 |
| 70 | OMAHA | 56,800 | .37 |
| 71 | BATON ROUGE | 56,700 | .37 |
| 72 | KNOXVILLE | 56,400 | .37 |
| 73 | SPRINGFIELD-DECATUR-CHAMPAIGN | 55,400 | .36 |
| 74 | WILKES BARRE-SCRANTON | 54,600 | .36 |
| 75 | SALINAS-MONTEREY | 53,100 | .35 |
| 76 | CHARLESTON, SC | 50,400 | .33 |
| 77 | CHARLESTON-HUNTINGTON | 49,200 | .32 |
| 78 | PEORIA-BLOOMINGTON | 48,400 | .32 |
| 79 | COLORADO SPRINGS-PUEBLO | 47,600 | .31 |
| 79 | COLUMBIA, SC | 47,600 | .31 |
| 81 | DES MOINES | 47,500 | .31 |
| 82 | WICHITA-HUTCHINSON | 47,200 | .31 |
| 83 | SHREVEPORT-TEXARKANA | 46,700 | .31 |
| 83 | WACO-TEMPLE-BRYAN | 46,700 | .31 |
| 85 | LEXINGTON | 45,200 | .30 |
| 86 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 44,000 | .29 |
| 87 | BAKERSFIELD | 43,800 | .29 |
| 88 | SOUTH BEND-ELKHART | 42,000 | .27 |
| 89 | FT. WAYNE | 41,400 | .27 |
| 90 | YOUNGSTOWN | 41,100 | .27 |
| 91 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 40,800 | .27 |
| 92 | JACKSON, MS | 40,600 | .27 |
| 93 | FT. SMITH | 40,400 | .26 |
| 94 | MADISON | 40,100 | .26 |
| 95 | ROANOKE-LYNCHBURG | 39,800 | .26 |
| 96 | CHATTANOOGA | 39,600 | .26 |
| 97 | TALLAHASSEE-THOMASVILLE | 38,500 | .25 |
| 98 | AUGUSTA | 38,400 | .25 |
| 99 | SPOKANE | 37,900 | .25 |
| 100 | HUNTSVILLE-DECATUR-FLORENCE | 37,100 | .24 |
| 101 | CHICO-REDDING | 36,000 | .24 |
| 102 | LINCOLN-HASTINGS-KEARNEY | 35,500 | .23 |
| 103 | MONTGOMERY-SELMA | 34,000 | .22 |
| 104 | CORPUS CHRISTI | 33,500 | .22 |
| 105 | GREENVILLE-NEW BERN-WASHINGTON | 32,800 | .21 |
| 106 | GREEN BAY-APPLETON | 31,900 | .21 |
| 107 | BEAUMONT-PORT ARTHUR | 31,800 | .21 |
| 107 | BURLINGTON-PLATTSBURGH | 31,800 | .21 |
| 109 | PORTLAND-POLAND SPRING | 31,200 | .20 |
| 110 | JOHNSTOWN-ALTOONA | 31,000 | .20 |
| 111 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 30,600 | .20 |
| 112 | MACON | 28,900 | .19 |
| 113 | ROCKFORD | 28,200 | .18 |
| 114 | BOISE | 27,300 | .18 |
| 115 | TYLER-LONGVIEW-JACKSONVILLE | 26,900 | .18 |
| 116 | BILOXI-GULFPORT-PASCAGOULA | 26,800 | .18 |
| 116 | ERIE | 26,800 | .18 |
| 118 | EVANSVILLE | 26,600 | .17 |
| 119 | EUGENE | 26,200 | .17 |
| 119 | SAVANNAH | 26,200 | .17 |
| 121 | LUBBOCK | 26,100 | .17 |
| 122 | SPRINGFIELD, MO | 25,900 | .17 |
| 123 | BINGHAMTON | 23,800 | .16 |
| 124 | DULUTH-SUPERIOR | 23,000 | .15 |
| 124 | WICHITA FALLS-LAWTON | 23,000 | .15 |
| 126 | COLUMBUS, GA | 22,700 | .15 |
| 127 | WHEELING-STEUBENVILLE | 22,300 | .15 |
| 128 | ODESSA-MIDLAND | 21,600 | .14 |
| 129 | MONROE-EL DORADO | 21,400 | .14 |
| 130 | COLUMBIA-JEFFERSON CITY | 21,300 | .14 |
| 130 | RENO | 21,300 | .14 |
| 132 | FARGO | 19,400 | .13 |
| 133 | AMARILLO | 17,600 | .12 |
| 134 | IDAHO FALLS-POCATELLO | 17,300 | .11 |
| 135 | LAFAYETTE, LA | 16,800 | .11 |
| 136 | WILMINGTON | 16,600 | .11 |
| 137 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 16,400 | .11 |
| 138 | ABILENE-SWEETWATER | 15,900 | .10 |
| 139 | TERRE HAUTE | 15,500 | .10 |
| 140 | JOPLIN-PITTSBURG | 15,400 | .10 |
| 141 | BANGOR | 15,000 | .10 |
| 142 | TOPEKA | 14,800 | .10 |
| 143 | WAUSAU-RHINELANDER | 14,500 | .09 |
| 144 | SIOUX FALLS-MITCHELL | 14,200 | .09 |
| 145 | ALBANY, GA | 11,700 | .08 |
| 145 | MEDFORD | 11,700 | .08 |
| 147 | MISSOULA | 11,300 | .07 |
| 147 | PANAMA CITY | 11,300 | .07 |
| 149 | WATERTOWN-CARTHAGE | 10,700 | .07 |
| 150 | EUREKA | 10,400 | .07 |
| 151 | SIOUX CITY | 10,300 | .07 |
| 152 | BILLINGS-HARDIN | 9,700 | .06 |
| 153 | GRAND JUNCTION-DURANGO | 7,900 | .05 |
| 154 | QUINCY-HANNIBAL | 7,800 | .05 |
| 155 | TRAVERSE CITY-CADILLAC | 7,600 | .05 |
| 156 | GREAT FALLS | 6,400 | .04 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK WOMEN 12-24

US TOTAL 2,531,800

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 314,100 | 12.41 |
| 2 | CHICAGO | 165,700 | 6.54 |
| 3 | WASHINGTON, DC | 108,100 | 4.27 |
| 4 | DETROIT | 106,300 | 4.20 |
| 5 | LOS ANGELES | 99,600 | 3.93 |
| 6 | PHILADELPHIA | 95,200 | 3.76 |
| 7 | ATLANTA | 87,500 | 3.46 |
| 8 | HOUSTON | 72,300 | 2.86 |
| 9 | DALLAS-FT. WORTH | 63,400 | 2.50 |
| 10 | BALTIMORE | 62,200 | 2.46 |
| 11 | NEW ORLEANS | 49,900 | 1.97 |
| 12 | ST. LOUIS | 47,700 | 1.88 |
| 13 | MEMPHIS | 46,000 | 1.82 |
| 14 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 45,800 | 1.81 |
| 15 | MIAMI-FT.LAUDERDALE | 42,400 | 1.67 |
| 16 | SAN FRANCISCO-OAKLAND-SAN JOSE | 39,900 | 1.58 |
| 17 | CLEVELAND | 37,600 | 1.49 |
| 18 | CHARLOTTE | 28,100 | 1.11 |
| 19 | RICHMOND | 27,100 | 1.07 |
| 20 | BIRMINGHAM | 26,000 | 1.03 |
| 21 | BOSTON | 25,100 | .99 |
| 22 | MILWAUKEE | 24,500 | .97 |
| 23 | ORLANDO-DAYTONA BEACH-MELBOURNE | 23,400 | .92 |
| 24 | GREENSBORO-WINSTON SALEM-HIGH POINT | 23,300 | .92 |
| 25 | RALEIGH-DURHAM | 23,200 | .92 |
| 26 | JACKSON, MS | 21,500 | .85 |
| 27 | KANSAS CITY | 21,400 | .85 |
| 28 | TAMPA-ST.PETERSBURG | 21,000 | .83 |
| 29 | MOBILE-PENSACOLA | 20,900 | .83 |
| 30 | JACKSONVILLE | 20,400 | .81 |
| 31 | BATON ROUGE | 19,700 | .78 |
| 31 | CINCINNATI | 19,700 | .78 |
| 33 | INDIANAPOLIS | 19,300 | .76 |
| 34 | HARTFORD-NEW HAVEN | 19,200 | .76 |
| 35 | COLUMBUS, OH | 18,100 | .71 |
| 36 | NASHVILLE | 18,000 | .71 |
| 37 | PITTSBURGH | 17,800 | .70 |
| 37 | SHREVEPORT-TEXARKANA | 17,800 | .70 |
| 39 | GREENVILLE-SPARTANBURG-ASHEVILLE | 17,500 | .69 |
| 39 | LITTLE ROCK | 17,500 | .69 |
| 41 | COLUMBIA, SC | 17,300 | .68 |
| 42 | CHARLESTON, SC | 17,000 | .67 |
| 43 | MONTGOMERY-SELMA | 16,700 | .66 |
| 44 | SAN DIEGO | 16,500 | .65 |
| 45 | FLINT-SAGINAW-BAY CITY | 14,800 | .58 |
| 45 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 14,800 | .58 |
| 47 | DAYTON | 14,400 | .57 |
| 48 | SACRAMENTO-STOCKTON | 14,200 | .56 |
| 49 | AUGUSTA | 14,100 | .56 |
| 50 | TALLAHASSEE-THOMASVILLE | 13,600 | .54 |
| 51 | BUFFALO | 13,500 | .53 |
| 51 | LOUISVILLE | 13,500 | .53 |
| 53 | SEATTLE-TACOMA | 12,500 | .49 |
| 54 | MACON | 12,300 | .49 |
| 55 | GREENVILLE-NEW BERN-WASHINGTON | 11,900 | .47 |
| 56 | OKLAHOMA CITY | 11,800 | .47 |
| 57 | ROCHESTER, NY | 11,000 | .43 |
| 57 | SAVANNAH | 11,000 | .43 |
| 59 | MINNEAPOLIS-ST. PAUL | 10,500 | .41 |
| 60 | COLUMBUS, GA | 10,000 | .39 |
| 60 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 10,000 | .39 |
| 62 | DENVER | 9,600 | .38 |
| 63 | SAN ANTONIO | 9,400 | .37 |
| 64 | BEAUMONT-PORT ARTHUR | 9,100 | .36 |
| 64 | WACO-TEMPLE-BRYAN | 9,100 | .36 |
| 66 | AUSTIN, TX | 9,000 | .36 |
| 66 | HUNTSVILLE-DECATUR-FLORENCE | 9,000 | .36 |
| 68 | LAS VEGAS | 8,200 | .32 |
| 69 | PHOENIX | 8,000 | .32 |
| 70 | MONROE-EL DORADO | 7,900 | .31 |
| 70 | TOLEDO | 7,900 | .31 |
| 72 | SPRINGFIELD-DECATUR-CHAMPAIGN | 6,900 | .27 |
| 73 | BILOXI-GULFPORT-PASCAGOULA | 6,800 | .27 |
| 73 | ROANOKE-LYNCHBURG | 6,800 | .27 |
| 75 | ALBANY, GA | 6,700 | .26 |
| 75 | HARRISBURG-YORK-LANCASTER-LEBANON | 6,700 | .26 |
| 77 | TYLER-LONGVIEW-JACKSONVILLE | 6,600 | .26 |
| 78 | TULSA | 6,400 | .25 |
| 79 | CHATTANOOGA | 6,300 | .25 |
| 80 | LANSING | 5,800 | .23 |
| 80 | YOUNGSTOWN | 5,800 | .23 |
| 82 | OMAHA | 5,700 | .23 |
| 83 | ALBANY-SCHENECTADY-TROY | 5,100 | .20 |
| 84 | SYRACUSE | 5,000 | .20 |
| 85 | LAFAYETTE, LA | 4,800 | .19 |
| 86 | PROVIDENCE-NEW BEDFORD | 4,700 | .19 |
| 86 | SPRINGFIELD, MA | 4,700 | .19 |
| 88 | PORTLAND, OR | 4,600 | .18 |
| 89 | PEORIA-BLOOMINGTON | 4,400 | .17 |
| 90 | LEXINGTON | 4,300 | .17 |
| 90 | WICHITA-HUTCHINSON | 4,300 | .17 |
| 92 | KNOXVILLE | 4,200 | .17 |
| 93 | WILMINGTON | 3,900 | .15 |
| 94 | FT. WAYNE | 3,800 | .15 |
| 94 | SOUTH BEND-ELKHART | 3,800 | .15 |
| 96 | FRESNO-VISALIA | 3,700 | .15 |
| 97 | COLORADO SPRINGS-PUEBLO | 3,400 | .13 |
| 97 | WICHITA FALLS-LAWTON | 3,400 | .13 |
| 99 | ROCKFORD | 3,100 | .12 |
| 100 | BAKERSFIELD | 2,700 | .11 |
| 101 | SALINAS-MONTEREY | 2,400 | .09 |
| 102 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 2,300 | .09 |
| 103 | CHARLESTON-HUNTINGTON | 2,200 | .09 |
| 103 | EL PASO | 2,200 | .09 |
| 105 | TUCSON | 2,100 | .08 |
| 106 | LUBBOCK | 2,000 | .08 |
| 107 | ERIE | 1,900 | .08 |
| 108 | DES MOINES | 1,800 | .07 |
| 109 | EVANSVILLE | 1,700 | .07 |
| 110 | COLUMBIA-JEFFERSON CITY | 1,600 | .06 |
| 110 | PANAMA CITY | 1,600 | .06 |
| 112 | ODESSA-MIDLAND | 1,500 | .06 |
| 113 | ALBUQUERQUE | 1,400 | .06 |
| 113 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,400 | .06 |
| 113 | MADISON | 1,400 | .06 |
| 113 | TOPEKA | 1,400 | .06 |
| 117 | CORPUS CHRISTI | 1,200 | .05 |
| 117 | FT. SMITH | 1,200 | .05 |
| 119 | AMARILLO | 1,100 | .04 |
| 119 | SALT LAKE CITY | 1,100 | .04 |
| 121 | ABILENE-SWEETWATER | 1,000 | .04 |
| 122 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 800 | .03 |
| 122 | TERRE HAUTE | 800 | .03 |
| 124 | BINGHAMTON | 700 | .03 |
| 124 | LINCOLN-HASTINGS-KEARNEY | 700 | .03 |
| 124 | WATERTOWN-CARTHAGE | 700 | .03 |
| 124 | WHEELING-STEUBENVILLE | 700 | .03 |
| 124 | WILKES BARRE-SCRANTON | 700 | .03 |
| 129 | RENO | 600 | .02 |
| 130 | JOHNSTOWN-ALTOONA | 500 | .02 |
| 130 | SPOKANE | 500 | .02 |
| 132 | CHICO-REDDING | 400 | .02 |
| 132 | SPRINGFIELD, MO | 400 | .02 |
| 134 | BURLINGTON-PLATTSBURGH | 300 | .01 |
| 134 | EUGENE | 300 | .01 |
| 136 | JOPLIN-PITTSBURG | 200 | .01 |
| 136 | MCALLEN-BROWNSVILLE: LRGV | 200 | .01 |
| 136 | PORTLAND-POLAND SPRING | 200 | .01 |
| 136 | QUINCY-HANNIBAL | 200 | .01 |
| 136 | SIOUX CITY | 200 | .01 |
| 136 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 200 | .01 |
| 142 | BANGOR | 100 | - |
| 142 | BOISE | 100 | - |
| 142 | DULUTH-SUPERIOR | 100 | - |
| 142 | EUREKA | 100 | - |
| 142 | FARGO | 100 | - |
| 142 | GREAT FALLS | 100 | - |
| 142 | MISSOULA | 100 | - |
| 142 | SIOUX FALLS-MITCHELL | 100 | - |
| 150 | BILLINGS-HARDIN | | |
| 150 | GRAND JUNCTION-DURANGO | | |
| 150 | GREEN BAY-APPLETON | | |
| 150 | IDAHO FALLS-POCATELLO | | |
| 150 | MEDFORD | | |
| 150 | TRAVERSE CITY-CADILLAC | | |
| 150 | WAUSAU-RHINELANDER | | |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC WOMEN 12-24

US TOTAL 2,060,100

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 478,300 | 23.22 |
| 2 | NEW YORK | 288,300 | 13.99 |
| 3 | CHICAGO | 104,600 | 5.08 |
| 4 | HOUSTON | 90,900 | 4.41 |
| 5 | MIAMI-FT.LAUDERDALE | 84,700 | 4.11 |
| 6 | SAN ANTONIO | 72,600 | 3.52 |
| 7 | MCALLEN-BROWNSVILLE: LRGV | 72,000 | 3.49 |
| 8 | DALLAS-FT. WORTH | 64,000 | 3.11 |
| 9 | SAN DIEGO | 63,900 | 3.10 |
| 10 | EL PASO | 52,700 | 2.56 |
| 11 | SAN FRANCISCO-OAKLAND-SAN JOSE | 50,900 | 2.47 |
| 12 | PHOENIX | 42,300 | 2.05 |
| 13 | SACRAMENTO-STOCKTON | 41,000 | 1.99 |
| 14 | ALBUQUERQUE | 28,100 | 1.36 |
| 15 | FRESNO-VISALIA | 27,500 | 1.33 |
| 16 | WASHINGTON, DC | 25,700 | 1.25 |
| 17 | DENVER | 25,200 | 1.22 |
| 18 | BOSTON | 24,800 | 1.20 |
| 19 | TUCSON | 22,400 | 1.09 |
| 20 | PHILADELPHIA | 21,700 | 1.05 |
| 21 | AUSTIN, TX | 21,000 | 1.02 |
| 22 | CORPUS CHRISTI | 20,800 | 1.01 |
| 23 | SALINAS-MONTEREY | 19,900 | .97 |
| 24 | BAKERSFIELD | 16,600 | .81 |
| 25 | HARTFORD-NEW HAVEN | 16,500 | .80 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 14,500 | .70 |
| 27 | TAMPA-ST.PETERSBURG | 14,200 | .69 |
| 28 | LAS VEGAS | 9,700 | .47 |
| 29 | DETROIT | 9,400 | .46 |
| 30 | SALT LAKE CITY | 9,200 | .45 |
| 31 | COLORADO SPRINGS-PUEBLO | 8,800 | .43 |
| 32 | SEATTLE-TACOMA | 8,600 | .42 |
| 33 | ODESSA-MIDLAND | 8,100 | .39 |
| 34 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 8,000 | .39 |
| 35 | PROVIDENCE-NEW BEDFORD | 7,500 | .36 |
| 36 | SPRINGFIELD, MA | 7,400 | .36 |
| 37 | PORTLAND, OR | 7,200 | .35 |
| 38 | LUBBOCK | 6,500 | .32 |
| 38 | MILWAUKEE | 6,500 | .32 |
| 40 | WACO-TEMPLE-BRYAN | 6,400 | .31 |
| 41 | ATLANTA | 6,200 | .30 |
| 42 | CLEVELAND | 5,800 | .28 |
| 43 | NEW ORLEANS | 5,400 | .26 |
| 43 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 5,400 | .26 |
| 45 | KANSAS CITY | 5,000 | .24 |
| 46 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 4,500 | .22 |
| 46 | MINNEAPOLIS-ST. PAUL | 4,500 | .22 |
| 48 | OKLAHOMA CITY | 4,400 | .21 |
| 49 | HARRISBURG-YORK-LANCASTER-LEBANON | 4,300 | .21 |
| 50 | ROCHESTER, NY | 4,100 | .20 |
| 51 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 3,900 | .19 |
| 52 | CHICO-REDDING | 3,600 | .17 |
| 53 | FLINT-SAGINAW-BAY CITY | 3,400 | .17 |
| 54 | AMARILLO | 3,300 | .16 |
| 55 | BALTIMORE | 3,200 | .16 |
| 56 | ABILENE-SWEETWATER | 3,100 | .15 |
| 56 | BUFFALO | 3,100 | .15 |
| 58 | ST. LOUIS | 2,900 | .14 |
| 58 | TOLEDO | 2,900 | .14 |
| 60 | RENO | 2,700 | .13 |
| 61 | LANSING | 2,600 | .13 |
| 62 | JACKSONVILLE | 2,500 | .12 |
| 63 | WICHITA-HUTCHINSON | 2,400 | .12 |
| 64 | BOISE | 2,100 | .10 |
| 64 | WICHITA FALLS-LAWTON | 2,100 | .10 |
| 66 | ALBANY-SCHENECTADY-TROY | 2,000 | .10 |
| 67 | OMAHA | 1,900 | .09 |
| 68 | TYLER-LONGVIEW-JACKSONVILLE | 1,800 | .09 |
| 69 | BEAUMONT-PORT ARTHUR | 1,700 | .08 |
| 70 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 1,500 | .07 |
| 70 | INDIANAPOLIS | 1,500 | .07 |
| 70 | TULSA | 1,500 | .07 |
| 73 | SYRACUSE | 1,400 | .07 |
| 74 | COLUMBUS, OH | 1,300 | .06 |
| 74 | PITTSBURGH | 1,300 | .06 |
| 74 | SOUTH BEND-ELKHART | 1,300 | .06 |
| 77 | IDAHO FALLS-POCATELLO | 1,200 | .06 |
| 77 | ROCKFORD | 1,200 | .06 |
| 79 | CHARLOTTE | 1,100 | .05 |
| 79 | MOBILE-PENSACOLA | 1,100 | .05 |
| 79 | RALEIGH-DURHAM | 1,100 | .05 |
| 82 | DAYTON | 1,000 | .05 |
| 82 | LINCOLN-HASTINGS-KEARNEY | 1,000 | .05 |
| 82 | SPOKANE | 1,000 | .05 |
| 82 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,000 | .05 |
| 82 | TOPEKA | 1,000 | .05 |
| 87 | DES MOINES | 900 | .04 |
| 87 | EUGENE | 900 | .04 |
| 87 | FT. WAYNE | 900 | .04 |
| 87 | GREENVILLE-SPARTANBURG-ASHEVILLE | 900 | .04 |
| 87 | RICHMOND | 900 | .04 |
| 87 | TALLAHASSEE-THOMASVILLE | 900 | .04 |
| 93 | CHARLESTON, SC | 800 | .04 |
| 93 | GRAND JUNCTION-DURANGO | 800 | .04 |
| 93 | NASHVILLE | 800 | .04 |
| 93 | PEORIA-BLOOMINGTON | 800 | .04 |
| 93 | YOUNGSTOWN | 800 | .04 |
| 98 | BATON ROUGE | 700 | .03 |
| 98 | CINCINNATI | 700 | .03 |
| 98 | COLUMBIA, SC | 700 | .03 |
| 98 | COLUMBUS, GA | 700 | .03 |
| 98 | FT. SMITH | 700 | .03 |
| 98 | GREENSBORO-WINSTON SALEM-HIGH POINT | 700 | .03 |
| 98 | MADISON | 700 | .03 |
| 98 | MEDFORD | 700 | .03 |
| 98 | MEMPHIS | 700 | .03 |
| 107 | EUREKA | 600 | .03 |
| 107 | GREENVILLE-NEW BERN-WASHINGTON | 600 | .03 |
| 107 | LOUISVILLE | 600 | .03 |
| 110 | AUGUSTA | 500 | .02 |
| 110 | BINGHAMTON | 500 | .02 |
| 110 | BURLINGTON-PLATTSBURGH | 500 | .02 |
| 110 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 500 | .02 |
| 110 | LEXINGTON | 500 | .02 |
| 110 | LITTLE ROCK | 500 | .02 |
| 110 | SHREVEPORT-TEXARKANA | 500 | .02 |
| 117 | BILLINGS-HARDIN | 400 | .02 |
| 117 | BILOXI-GULFPORT-PASCAGOULA | 400 | .02 |
| 117 | BIRMINGHAM | 400 | .02 |
| 117 | ERIE | 400 | .02 |
| 117 | KNOXVILLE | 400 | .02 |
| 117 | SAVANNAH | 400 | .02 |
| 117 | SIOUX CITY | 400 | .02 |
| 117 | WILKES BARRE-SCRANTON | 400 | .02 |
| 125 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 300 | .01 |
| 125 | CHARLESTON-HUNTINGTON | 300 | .01 |
| 125 | CHATTANOOGA | 300 | .01 |
| 125 | COLUMBIA-JEFFERSON CITY | 300 | .01 |
| 125 | FARGO | 300 | .01 |
| 125 | GREEN BAY-APPLETON | 300 | .01 |
| 125 | HUNTSVILLE-DECATUR-FLORENCE | 300 | .01 |
| 125 | LAFAYETTE, LA | 300 | .01 |
| 125 | MACON | 300 | .01 |
| 125 | PORTLAND-POLAND SPRING | 300 | .01 |
| 125 | ROANOKE-LYNCHBURG | 300 | .01 |
| 125 | SPRINGFIELD, MO | 300 | .01 |
| 125 | WATERTOWN-CARTHAGE | 300 | .01 |
| 138 | BANGOR | 200 | .01 |
| 138 | DULUTH-SUPERIOR | 200 | .01 |
| 138 | GREAT FALLS | 200 | .01 |
| 138 | JACKSON, MS | 200 | .01 |
| 138 | MONTGOMERY-SELMA | 200 | .01 |
| 138 | PANAMA CITY | 200 | .01 |
| 144 | ALBANY, GA | 100 | - |
| 144 | EVANSVILLE | 100 | - |
| 144 | JOHNSTOWN-ALTOONA | 100 | - |
| 144 | JOPLIN-PITTSBURG | 100 | - |
| 144 | MISSOULA | 100 | - |
| 144 | MONROE-EL DORADO | 100 | - |
| 144 | SIOUX FALLS-MITCHELL | 100 | - |
| 144 | TRAVERSE CITY-CADILLAC | 100 | - |
| 144 | WAUSAU-RHINELANDER | 100 | - |
| 144 | WHEELING-STEUBENVILLE | 100 | - |
| 144 | WILMINGTON | 100 | - |
| 155 | QUINCY-HANNIBAL | | |
| 155 | TERRE HAUTE | | |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL WOMEN 18-34

US TOTAL 23,529,900

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 2,148,000 | 9.13 |
| 2 | LOS ANGELES | 1,668,900 | 7.09 |
| 3 | CHICAGO | 1,080,000 | 4.59 |
| 4 | PHILADELPHIA | 659,700 | 2.80 |
| 5 | DALLAS-FT. WORTH | 620,800 | 2.64 |
| 6 | WASHINGTON, DC | 619,600 | 2.63 |
| 7 | DETROIT | 572,900 | 2.43 |
| 8 | BOSTON | 568,000 | 2.41 |
| 9 | HOUSTON | 540,400 | 2.30 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 491,600 | 2.09 |
| 11 | ATLANTA | 454,700 | 1.93 |
| 12 | SAN DIEGO | 373,600 | 1.59 |
| 13 | MINNEAPOLIS-ST. PAUL | 373,000 | 1.59 |
| 14 | SEATTLE-TACOMA | 360,900 | 1.53 |
| 15 | BALTIMORE | 337,300 | 1.43 |
| 16 | ST. LOUIS | 325,400 | 1.38 |
| 17 | SACRAMENTO-STOCKTON | 319,300 | 1.36 |
| 18 | PHOENIX | 301,000 | 1.28 |
| 19 | CLEVELAND | 266,900 | 1.13 |
| 20 | MIAMI-FT.LAUDERDALE | 262,300 | 1.11 |
| 21 | DENVER | 262,100 | 1.11 |
| 22 | ORLANDO-DAYTONA BEACH-MELBOURNE | 258,900 | 1.10 |
| 23 | PITTSBURGH | 254,100 | 1.08 |
| 24 | TAMPA-ST.PETERSBURG | 253,300 | 1.08 |
| 25 | HARTFORD-NEW HAVEN | 227,700 | .97 |
| 26 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 219,900 | .93 |
| 27 | KANSAS CITY | 215,000 | .91 |
| 28 | COLUMBUS, OH | 209,900 | .89 |
| 29 | PORTLAND, OR | 207,600 | .88 |
| 30 | INDIANAPOLIS | 202,900 | .86 |
| 31 | CINCINNATI | 198,700 | .84 |
| 32 | PROVIDENCE-NEW BEDFORD | 198,600 | .84 |
| 33 | MILWAUKEE | 195,000 | .83 |
| 34 | SALT LAKE CITY | 188,600 | .80 |
| 35 | HARRISBURG-YORK-LANCASTER-LEBANON | 187,700 | .80 |
| 36 | SAN ANTONIO | 187,500 | .80 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 178,400 | .76 |
| 38 | CHARLOTTE | 171,700 | .73 |
| 39 | NEW ORLEANS | 169,400 | .72 |
| 40 | BUFFALO | 154,300 | .66 |
| 41 | NASHVILLE | 147,600 | .63 |
| 42 | MEMPHIS | 142,200 | .60 |
| 43 | AUSTIN, TX | 140,000 | .59 |
| 44 | GREENVILLE-SPARTANBURG-ASHEVILLE | 139,600 | .59 |
| 45 | GREENSBORO-WINSTON SALEM-HIGH POINT | 134,800 | .57 |
| 46 | ROCHESTER, NY | 134,100 | .57 |
| 47 | OKLAHOMA CITY | 133,600 | .57 |
| 48 | JACKSONVILLE | 133,400 | .57 |
| 49 | DAYTON | 131,900 | .56 |
| 50 | RALEIGH-DURHAM | 129,700 | .55 |
| 51 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 129,300 | .55 |
| 52 | RICHMOND | 128,000 | .54 |
| 53 | LOUISVILLE | 125,600 | .53 |
| 54 | BIRMINGHAM | 121,200 | .52 |
| 55 | ALBANY-SCHENECTADY-TROY | 118,800 | .50 |
| 56 | FLINT-SAGINAW-BAY CITY | 117,400 | .50 |
| 57 | MOBILE-PENSACOLA | 110,900 | .47 |
| 58 | LAS VEGAS | 106,200 | .45 |
| 59 | TUCSON | 97,200 | .41 |
| 60 | ALBUQUERQUE | 96,200 | .41 |
| 61 | TULSA | 95,800 | .41 |
| 62 | SYRACUSE | 94,600 | .40 |
| 63 | TOLEDO | 91,700 | .39 |
| 64 | SPRINGFIELD, MA | 90,900 | .39 |
| 65 | FRESNO-VISALIA | 90,400 | .38 |
| 66 | LANSING | 89,600 | .38 |
| 67 | EL PASO | 87,300 | .37 |
| 68 | OMAHA | 86,900 | .37 |
| 69 | MCALLEN-BROWNSVILLE: LRGV | 86,300 | .37 |
| 70 | LITTLE ROCK | 83,400 | .35 |
| 71 | KNOXVILLE | 82,500 | .35 |
| 72 | SALINAS-MONTEREY | 81,000 | .34 |
| 73 | BATON ROUGE | 79,200 | .34 |
| 74 | SPRINGFIELD-DECATUR-CHAMPAIGN | 79,100 | .34 |
| 75 | CHARLESTON, SC | 77,700 | .33 |
| 76 | WILKES BARRE-SCRANTON | 75,000 | .32 |
| 77 | COLORADO SPRINGS-PUEBLO | 73,100 | .31 |
| 78 | WICHITA-HUTCHINSON | 72,000 | .31 |
| 79 | COLUMBIA, SC | 71,900 | .31 |
| 80 | DES MOINES | 71,400 | .30 |
| 81 | CHARLESTON-HUNTINGTON | 67,200 | .29 |
| 82 | LEXINGTON | 67,100 | .29 |
| 83 | WACO-TEMPLE-BRYAN | 66,300 | .28 |
| 84 | PEORIA-BLOOMINGTON | 64,600 | .27 |
| 85 | SHREVEPORT-TEXARKANA | 63,200 | .27 |
| 86 | MADISON | 63,100 | .27 |
| 87 | BAKERSFIELD | 62,900 | .27 |
| 88 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 61,000 | .26 |
| 89 | FT. WAYNE | 59,300 | .25 |
| 90 | SOUTH BEND-ELKHART | 58,600 | .25 |
| 91 | JACKSON, MS | 58,400 | .25 |
| 92 | ROANOKE-LYNCHBURG | 57,600 | .24 |
| 93 | HUNTSVILLE-DECATUR-FLORENCE | 57,100 | .24 |
| 94 | YOUNGSTOWN | 56,700 | .24 |
| 95 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 55,900 | .24 |
| 95 | CHATTANOOGA | 55,900 | .24 |
| 97 | AUGUSTA | 55,800 | .24 |
| 98 | FT. SMITH | 55,400 | .24 |
| 99 | SPOKANE | 54,200 | .23 |
| 100 | TALLAHASSEE-THOMASVILLE | 52,400 | .22 |
| 101 | LINCOLN-HASTINGS-KEARNEY | 50,600 | .22 |
| 102 | PORTLAND-POLAND SPRING | 49,000 | .21 |
| 103 | CHICO-REDDING | 48,900 | .21 |
| 104 | GREEN BAY-APPLETON | 47,600 | .20 |
| 105 | BURLINGTON-PLATTSBURGH | 46,700 | .20 |
| 106 | MONTGOMERY-SELMA | 46,400 | .20 |
| 107 | GREENVILLE-NEW BERN-WASHINGTON | 46,000 | .20 |
| 108 | CORPUS CHRISTI | 45,300 | .19 |
| 109 | BEAUMONT-PORT ARTHUR | 44,000 | .19 |
| 110 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 42,900 | .18 |
| 111 | ROCKFORD | 41,700 | .18 |
| 112 | MACON | 41,300 | .18 |
| 113 | JOHNSTOWN-ALTOONA | 41,000 | .17 |
| 114 | EVANSVILLE | 39,500 | .17 |
| 115 | BOISE | 38,000 | .16 |
| 115 | SAVANNAH | 38,000 | .16 |
| 117 | TYLER-LONGVIEW-JACKSONVILLE | 37,400 | .16 |
| 118 | BILOXI-GULFPORT-PASCAGOULA | 37,100 | .16 |
| 119 | EUGENE | 36,900 | .16 |
| 120 | ERIE | 36,400 | .15 |
| 121 | SPRINGFIELD, MO | 36,200 | .15 |
| 122 | RENO | 36,100 | .15 |
| 123 | LUBBOCK | 35,700 | .15 |
| 124 | BINGHAMTON | 35,500 | .15 |
| 125 | WICHITA FALLS-LAWTON | 33,900 | .14 |
| 126 | COLUMBUS, GA | 33,200 | .14 |
| 127 | ODESSA-MIDLAND | 31,600 | .13 |
| 128 | DULUTH-SUPERIOR | 30,700 | .13 |
| 129 | COLUMBIA-JEFFERSON CITY | 30,600 | .13 |
| 130 | WHEELING-STEUBENVILLE | 29,200 | .12 |
| 131 | MONROE-EL DORADO | 27,800 | .12 |
| 132 | FARGO | 27,300 | .12 |
| 133 | AMARILLO | 25,400 | .11 |
| 134 | LAFAYETTE, LA | 24,800 | .11 |
| 135 | WILMINGTON | 23,800 | .10 |
| 136 | TOPEKA | 22,500 | .10 |
| 137 | ABILENE-SWEETWATER | 21,800 | .09 |
| 138 | SIOUX FALLS-MITCHELL | 21,400 | .09 |
| 138 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 21,400 | .09 |
| 140 | JOPLIN-PITTSBURG | 21,200 | .09 |
| 141 | BANGOR | 21,000 | .09 |
| 142 | IDAHO FALLS-POCATELLO | 20,900 | .09 |
| 143 | TERRE HAUTE | 20,700 | .09 |
| 144 | WAUSAU-RHINELANDER | 20,600 | .09 |
| 145 | PANAMA CITY | 17,400 | .07 |
| 146 | MEDFORD | 15,700 | .07 |
| 146 | WATERTOWN-CARTHAGE | 15,700 | .07 |
| 148 | MISSOULA | 15,600 | .07 |
| 149 | ALBANY, GA | 15,300 | .07 |
| 150 | EUREKA | 15,200 | .06 |
| 151 | BILLINGS-HARDIN | 14,300 | .06 |
| 152 | SIOUX CITY | 14,100 | .06 |
| 153 | TRAVERSE CITY-CADILLAC | 11,500 | .05 |
| 154 | GRAND JUNCTION-DURANGO | 10,900 | .05 |
| 155 | QUINCY-HANNIBAL | 10,800 | .05 |
| 156 | GREAT FALLS | 9,600 | .04 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK WOMEN 18-34

US TOTAL 3,589,400

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 454,100 | 12.65 |
| 2 | CHICAGO | 226,500 | 6.31 |
| 3 | WASHINGTON, DC | 177,700 | 4.95 |
| 4 | LOS ANGELES | 155,000 | 4.32 |
| 5 | DETROIT | 141,200 | 3.93 |
| 6 | ATLANTA | 138,600 | 3.86 |
| 7 | PHILADELPHIA | 136,900 | 3.81 |
| 8 | HOUSTON | 105,200 | 2.93 |
| 9 | BALTIMORE | 98,200 | 2.74 |
| 10 | DALLAS-FT. WORTH | 96,800 | 2.70 |
| 11 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 67,200 | 1.87 |
| 12 | NEW ORLEANS | 64,400 | 1.79 |
| 13 | ST. LOUIS | 62,900 | 1.75 |
| 14 | MEMPHIS | 62,300 | 1.74 |
| 15 | SAN FRANCISCO-OAKLAND-SAN JOSE | 60,800 | 1.69 |
| 16 | MIAMI-FT.LAUDERDALE | 58,900 | 1.64 |
| 17 | CLEVELAND | 53,800 | 1.50 |
| 18 | RICHMOND | 41,300 | 1.15 |
| 19 | CHARLOTTE | 39,100 | 1.09 |
| 20 | BOSTON | 37,200 | 1.04 |
| 21 | BIRMINGHAM | 35,700 | .99 |
| 22 | RALEIGH-DURHAM | 34,800 | .97 |
| 23 | MILWAUKEE | 32,600 | .91 |
| 24 | GREENSBORO-WINSTON SALEM-HIGH POINT | 32,300 | .90 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 30,700 | .86 |
| 26 | KANSAS CITY | 30,100 | .84 |
| 27 | TAMPA-ST.PETERSBURG | 28,700 | .80 |
| 28 | CINCINNATI | 28,600 | .80 |
| 29 | JACKSONVILLE | 28,500 | .79 |
| 30 | JACKSON, MS | 28,000 | .78 |
| 31 | HARTFORD-NEW HAVEN | 27,500 | .77 |
| 32 | INDIANAPOLIS | 27,300 | .76 |
| 33 | MOBILE-PENSACOLA | 27,000 | .75 |
| 34 | COLUMBUS, OH | 26,300 | .73 |
| 35 | NASHVILLE | 25,900 | .72 |
| 36 | SAN DIEGO | 25,700 | .72 |
| 37 | BATON ROUGE | 25,500 | .71 |
| 38 | COLUMBIA, SC | 24,300 | .68 |
| 38 | PITTSBURGH | 24,300 | .68 |
| 40 | CHARLESTON, SC | 23,100 | .64 |
| 40 | GREENVILLE-SPARTANBURG-ASHEVILLE | 23,100 | .64 |
| 42 | LITTLE ROCK | 22,000 | .61 |
| 43 | SHREVEPORT-TEXARKANA | 21,900 | .61 |
| 44 | MONTGOMERY-SELMA | 20,700 | .58 |
| 45 | SACRAMENTO-STOCKTON | 20,600 | .57 |
| 46 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 19,900 | .55 |
| 47 | DAYTON | 19,300 | .54 |
| 48 | AUGUSTA | 18,900 | .53 |
| 49 | BUFFALO | 18,700 | .52 |
| 50 | FLINT-SAGINAW-BAY CITY | 18,600 | .52 |
| 50 | LOUISVILLE | 18,600 | .52 |
| 50 | SEATTLE-TACOMA | 18,600 | .52 |
| 53 | TALLAHASSEE-THOMASVILLE | 17,100 | .48 |
| 54 | OKLAHOMA CITY | 16,500 | .46 |
| 55 | MACON | 16,300 | .45 |
| 56 | MINNEAPOLIS-ST. PAUL | 15,300 | .43 |
| 57 | ROCHESTER, NY | 15,000 | .42 |
| 58 | GREENVILLE-NEW BERN-WASHINGTON | 14,900 | .42 |
| 59 | DENVER | 14,700 | .41 |
| 60 | SAVANNAH | 14,200 | .40 |
| 61 | COLUMBUS, GA | 13,600 | .38 |
| 62 | SAN ANTONIO | 13,500 | .38 |
| 62 | WACO-TEMPLE-BRYAN | 13,500 | .38 |
| 64 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 13,000 | .36 |
| 65 | AUSTIN, TX | 12,700 | .35 |
| 66 | HUNTSVILLE-DECATUR-FLORENCE | 12,000 | .33 |
| 67 | BEAUMONT-PORT ARTHUR | 11,600 | .32 |
| 68 | LAS VEGAS | 11,200 | .31 |
| 69 | PHOENIX | 11,000 | .31 |
| 70 | TOLEDO | 10,600 | .30 |
| 71 | MONROE-EL DORADO | 9,300 | .26 |
| 71 | ROANOKE-LYNCHBURG | 9,300 | .26 |
| 73 | HARRISBURG-YORK-LANCASTER-LEBANON | 9,200 | .26 |
| 74 | TULSA | 8,700 | .24 |
| 75 | TYLER-LONGVIEW-JACKSONVILLE | 8,500 | .24 |
| 76 | CHATTANOOGA | 8,400 | .23 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 8,400 | .23 |
| 78 | BILOXI-GULFPORT-PASCAGOULA | 8,300 | .23 |
| 79 | ALBANY, GA | 8,000 | .22 |
| 79 | OMAHA | 8,000 | .22 |
| 81 | LANSING | 7,400 | .21 |
| 82 | YOUNGSTOWN | 7,200 | .20 |
| 83 | ALBANY-SCHENECTADY-TROY | 6,700 | .19 |
| 84 | LEXINGTON | 6,300 | .18 |
| 84 | PROVIDENCE-NEW BEDFORD | 6,300 | .18 |
| 84 | SYRACUSE | 6,300 | .18 |
| 87 | LAFAYETTE, LA | 6,200 | .17 |
| 87 | SPRINGFIELD, MA | 6,200 | .17 |
| 89 | KNOXVILLE | 6,000 | .17 |
| 89 | WICHITA-HUTCHINSON | 6,000 | .17 |
| 91 | PORTLAND, OR | 5,700 | .16 |
| 92 | PEORIA-BLOOMINGTON | 5,200 | .14 |
| 93 | COLORADO SPRINGS-PUEBLO | 5,000 | .14 |
| 94 | WICHITA FALLS-LAWTON | 4,900 | .14 |
| 95 | FRESNO-VISALIA | 4,800 | .13 |
| 95 | WILMINGTON | 4,800 | .13 |
| 97 | SOUTH BEND-ELKHART | 4,700 | .13 |
| 98 | FT. WAYNE | 4,600 | .13 |
| 99 | ROCKFORD | 3,900 | .11 |
| 100 | SALINAS-MONTEREY | 3,800 | .11 |
| 101 | BAKERSFIELD | 3,600 | .10 |
| 102 | EL PASO | 3,200 | .09 |
| 103 | TUCSON | 2,800 | .08 |
| 104 | CHARLESTON-HUNTINGTON | 2,700 | .08 |
| 104 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 2,700 | .08 |
| 104 | LUBBOCK | 2,700 | .08 |
| 107 | EVANSVILLE | 2,500 | .07 |
| 108 | DES MOINES | 2,400 | .07 |
| 109 | COLUMBIA-JEFFERSON CITY | 2,300 | .06 |
| 110 | ERIE | 2,200 | .06 |
| 111 | PANAMA CITY | 2,100 | .06 |
| 112 | ODESSA-MIDLAND | 1,900 | .05 |
| 112 | TOPEKA | 1,900 | .05 |
| 114 | ALBUQUERQUE | 1,800 | .05 |
| 114 | MADISON | 1,800 | .05 |
| 116 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,700 | .05 |
| 116 | CORPUS CHRISTI | 1,700 | .05 |
| 118 | FT. SMITH | 1,600 | .04 |
| 119 | AMARILLO | 1,500 | .04 |
| 120 | SALT LAKE CITY | 1,400 | .04 |
| 121 | ABILENE-SWEETWATER | 1,300 | .04 |
| 121 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 1,300 | .04 |
| 123 | WATERTOWN-CARTHAGE | 1,200 | .03 |
| 124 | WHEELING-STEUBENVILLE | 1,000 | .03 |
| 125 | TERRE HAUTE | 900 | .03 |
| 126 | BINGHAMTON | 800 | .02 |
| 126 | RENO | 800 | .02 |
| 128 | LINCOLN-HASTINGS-KEARNEY | 700 | .02 |
| 128 | WILKES BARRE-SCRANTON | 700 | .02 |
| 130 | JOHNSTOWN-ALTOONA | 600 | .02 |
| 130 | SPOKANE | 600 | .02 |
| 132 | BURLINGTON-PLATTSBURGH | 500 | .01 |
| 132 | QUINCY-HANNIBAL | 500 | .01 |
| 132 | SPRINGFIELD, MO | 500 | .01 |
| 135 | CHICO-REDDING | 400 | .01 |
| 136 | EUGENE | 300 | .01 |
| 136 | JOPLIN-PITTSBURG | 300 | .01 |
| 136 | PORTLAND-POLAND SPRING | 300 | .01 |
| 139 | MCALLEN-BROWNSVILLE: LRGV | 200 | .01 |
| 139 | SIOUX CITY | 200 | .01 |
| 139 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 200 | .01 |
| 142 | BOISE | 100 | - |
| 142 | DULUTH-SUPERIOR | 100 | - |
| 142 | EUREKA | 100 | - |
| 142 | GRAND JUNCTION-DURANGO | 100 | - |
| 142 | GREAT FALLS | 100 | - |
| 142 | GREEN BAY-APPLETON | 100 | - |
| 142 | IDAHO FALLS-POCATELLO | 100 | - |
| 142 | MEDFORD | 100 | - |
| 142 | SIOUX FALLS-MITCHELL | 100 | - |
| 151 | BANGOR | | |
| 151 | BILLINGS-HARDIN | | |
| 151 | FARGO | | |
| 151 | MISSOULA | | |
| 151 | TRAVERSE CITY-CADILLAC | | |
| 151 | WAUSAU-RHINELANDER | | |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC WOMEN 18-34

US TOTAL 2,871,100

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 667,700 | 23.26 |
| 2 | NEW YORK | 432,900 | 15.08 |
| 3 | CHICAGO | 139,700 | 4.87 |
| 4 | MIAMI-FT. LAUDERDALE | 137,000 | 4.77 |
| 5 | HOUSTON | 126,800 | 4.42 |
| 6 | SAN ANTONIO | 94,000 | 3.27 |
| 7 | DALLAS-FT. WORTH | 90,500 | 3.15 |
| 8 | SAN DIEGO | 88,500 | 3.08 |
| 9 | MCALLEN-BROWNSVILLE: LRGV | 78,300 | 2.73 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 77,700 | 2.71 |
| 11 | EL PASO | 65,100 | 2.27 |
| 12 | SACRAMENTO-STOCKTON | 55,600 | 1.94 |
| 13 | PHOENIX | 55,500 | 1.93 |
| 14 | WASHINGTON, DC | 43,800 | 1.53 |
| 15 | ALBUQUERQUE | 40,500 | 1.41 |
| 16 | BOSTON | 36,000 | 1.25 |
| 17 | DENVER | 35,700 | 1.24 |
| 18 | FRESNO-VISALIA | 35,100 | 1.22 |
| 19 | AUSTIN, TX | 30,300 | 1.06 |
| 20 | TUCSON | 29,000 | 1.01 |
| 21 | PHILADELPHIA | 28,800 | 1.00 |
| 22 | SALINAS-MONTEREY | 26,400 | .92 |
| 23 | CORPUS CHRISTI | 25,500 | .89 |
| 24 | HARTFORD-NEW HAVEN | 22,000 | .77 |
| 25 | BAKERSFIELD | 21,600 | .75 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 20,400 | .71 |
| 26 | TAMPA-ST. PETERSBURG | 20,400 | .71 |
| 28 | LAS VEGAS | 13,700 | .48 |
| 29 | SEATTLE-TACOMA | 12,800 | .45 |
| 30 | DETROIT | 12,700 | .44 |
| 31 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 12,100 | .42 |
| 32 | COLORADO SPRINGS-PUEBLO | 11,800 | .41 |
| 33 | SALT LAKE CITY | 11,300 | .39 |
| 34 | ATLANTA | 10,500 | .37 |
| 35 | PROVIDENCE-NEW BEDFORD | 10,300 | .36 |
| 36 | ODESSA-MIDLAND | 10,200 | .36 |
| 37 | PORTLAND, OR | 9,700 | .34 |
| 38 | SPRINGFIELD, MA | 9,400 | .33 |
| 39 | WACO-TEMPLE-BRYAN | 8,800 | .31 |
| 40 | LUBBOCK | 8,300 | .29 |
| 41 | MILWAUKEE | 8,000 | .28 |
| 42 | CLEVELAND | 7,800 | .27 |
| 42 | NEW ORLEANS | 7,800 | .27 |
| 44 | KANSAS CITY | 7,200 | .25 |
| 45 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 6,200 | .22 |
| 45 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 6,200 | .22 |
| 47 | MINNEAPOLIS-ST. PAUL | 6,000 | .21 |
| 48 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 5,600 | .20 |
| 49 | OKLAHOMA CITY | 5,500 | .19 |
| 50 | HARRISBURG-YORK-LANCASTER-LEBANON | 5,300 | .18 |
| 50 | ROCHESTER, NY | 5,300 | .18 |
| 52 | BALTIMORE | 5,000 | .17 |
| 53 | BUFFALO | 4,300 | .15 |
| 53 | CHICO-REDDING | 4,300 | .15 |
| 55 | AMARILLO | 4,200 | .15 |
| 56 | JACKSONVILLE | 4,000 | .14 |
| 57 | RENO | 3,900 | .14 |
| 57 | ST. LOUIS | 3,900 | .14 |
| 59 | FLINT-SAGINAW-BAY CITY | 3,800 | .13 |
| 60 | ABILENE-SWEETWATER | 3,600 | .13 |
| 61 | LANSING | 3,300 | .11 |
| 61 | WICHITA-HUTCHINSON | 3,300 | .11 |
| 63 | TOLEDO | 3,200 | .11 |
| 64 | WICHITA FALLS-LAWTON | 2,900 | .10 |
| 65 | ALBANY-SCHENECTADY-TROY | 2,700 | .09 |
| 66 | BOISE | 2,600 | .09 |
| 67 | OMAHA | 2,500 | .09 |
| 68 | TULSA | 2,400 | .08 |
| 69 | COLUMBUS, OH | 2,200 | .08 |
| 69 | INDIANAPOLIS | 2,200 | .08 |
| 69 | TYLER-LONGVIEW-JACKSONVILLE | 2,200 | .08 |
| 72 | BEAUMONT-PORT ARTHUR | 2,100 | .07 |
| 73 | PITTSBURGH | 1,900 | .07 |
| 73 | RALEIGH-DURHAM | 1,900 | .07 |
| 75 | CHARLOTTE | 1,800 | .06 |
| 76 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 1,700 | .06 |
| 76 | MOBILE-PENSACOLA | 1,700 | .06 |
| 76 | SYRACUSE | 1,700 | .06 |
| 79 | RICHMOND | 1,500 | .05 |
| 79 | ROCKFORD | 1,500 | .05 |
| 79 | SOUTH BEND-ELKHART | 1,500 | .05 |
| 82 | CINCINNATI | 1,400 | .05 |
| 82 | NASHVILLE | 1,400 | .05 |
| 82 | TALLAHASSEE-THOMASVILLE | 1,400 | .05 |
| 85 | COLUMBUS, GA | 1,300 | .05 |
| 85 | DES MOINES | 1,300 | .05 |
| 85 | FT. WAYNE | 1,300 | .05 |
| 85 | IDAHO FALLS-POCATELLO | 1,300 | .05 |
| 85 | SPOKANE | 1,300 | .05 |
| 85 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,300 | .05 |
| 91 | CHARLESTON, SC | 1,200 | .04 |
| 91 | DAYTON | 1,200 | .04 |
| 91 | GREENSBORO-WINSTON SALEM-HIGH POINT | 1,200 | .04 |
| 91 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,200 | .04 |
| 91 | MEMPHIS | 1,200 | .04 |
| 96 | BATON ROUGE | 1,100 | .04 |
| 96 | COLUMBIA, SC | 1,100 | .04 |
| 96 | EUGENE | 1,100 | .04 |
| 96 | GRAND JUNCTION-DURANGO | 1,100 | .04 |
| 96 | LINCOLN-HASTINGS-KEARNEY | 1,100 | .04 |
| 96 | MADISON | 1,100 | .04 |
| 96 | TOPEKA | 1,100 | .04 |
| 103 | LOUISVILLE | 1,000 | .03 |
| 103 | PEORIA-BLOOMINGTON | 1,000 | .03 |
| 103 | YOUNGSTOWN | 1,000 | .03 |
| 106 | AUGUSTA | 900 | .03 |
| 106 | SHREVEPORT-TEXARKANA | 900 | .03 |
| 108 | EUREKA | 800 | .03 |
| 108 | LEXINGTON | 800 | .03 |
| 108 | MEDFORD | 800 | .03 |
| 111 | BILOXI-GULFPORT-PASCAGOULA | 700 | .02 |
| 111 | BIRMINGHAM | 700 | .02 |
| 111 | HUNTSVILLE-DECATUR-FLORENCE | 700 | .02 |
| 114 | BURLINGTON-PLATTSBURGH | 600 | .02 |
| 114 | FT. SMITH | 600 | .02 |
| 114 | GREENVILLE-NEW BERN-WASHINGTON | 600 | .02 |
| 114 | LITTLE ROCK | 600 | .02 |
| 114 | ROANOKE-LYNCHBURG | 600 | .02 |
| 114 | SIOUX CITY | 600 | .02 |
| 120 | BINGHAMTON | 500 | .02 |
| 120 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 500 | .02 |
| 120 | CHATTANOOGA | 500 | .02 |
| 120 | ERIE | 500 | .02 |
| 120 | MACON | 500 | .02 |
| 120 | MONTGOMERY-SELMA | 500 | .02 |
| 120 | SAVANNAH | 500 | .02 |
| 120 | SPRINGFIELD, MO | 500 | .02 |
| 120 | WATERTOWN-CARTHAGE | 500 | .02 |
| 120 | WILKES BARRE-SCRANTON | 500 | .02 |
| 130 | BILLINGS-HARDIN | 400 | .01 |
| 130 | COLUMBIA-JEFFERSON CITY | 400 | .01 |
| 130 | GREEN BAY-APPLETON | 400 | .01 |
| 130 | KNOXVILLE | 400 | .01 |
| 130 | LAFAYETTE, LA | 400 | .01 |
| 130 | PORTLAND-POLAND SPRING | 400 | .01 |
| 136 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 300 | .01 |
| 136 | EVANSVILLE | 300 | .01 |
| 136 | FARGO | 300 | .01 |
| 136 | JACKSON, MS | 300 | .01 |
| 136 | JOHNSTOWN-ALTOONA | 300 | .01 |
| 136 | JOPLIN-PITTSBURG | 300 | .01 |
| 136 | MONROE-EL DORADO | 300 | .01 |
| 136 | PANAMA CITY | 300 | .01 |
| 144 | ALBANY, GA | 200 | .01 |
| 144 | BANGOR | 200 | .01 |
| 144 | DULUTH-SUPERIOR | 200 | .01 |
| 144 | GREAT FALLS | 200 | .01 |
| 144 | MISSOULA | 200 | .01 |
| 144 | WILMINGTON | 200 | .01 |
| 150 | CHARLESTON-HUNTINGTON | 100 | - |
| 150 | SIOUX FALLS-MITCHELL | 100 | - |
| 150 | TERRE HAUTE | 100 | - |
| 150 | WHEELING-STEUBENVILLE | 100 | - |
| 154 | QUINCY-HANNIBAL | | |
| 154 | TRAVERSE CITY-CADILLAC | | |
| 154 | WAUSAU-RHINELANDER | | |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL WOMEN 25-49

US TOTAL 33,638,800

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 3,164,100 | 9.40 |
| 2 | LOS ANGELES | 2,265,600 | 6.73 |
| 3 | CHICAGO | 1,566,000 | 4.67 |
| 4 | PHILADELPHIA | 951,200 | 2.84 |
| 5 | WASHINGTON, DC | 922,000 | 2.75 |
| 6 | DALLAS-FT. WORTH | 869,200 | 2.59 |
| 7 | DETROIT | 848,300 | 2.52 |
| 8 | HOUSTON | 784,800 | 2.34 |
| 9 | BOSTON | 769,600 | 2.29 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 762,800 | 2.27 |
| 11 | ATLANTA | 671,200 | 2.00 |
| 12 | SEATTLE-TACOMA | 548,100 | 1.63 |
| 13 | MINNEAPOLIS-ST. PAUL | 536,400 | 1.60 |
| 14 | SAN DIEGO | 497,300 | 1.48 |
| 15 | BALTIMORE | 496,400 | 1.48 |
| 16 | ST. LOUIS | 479,900 | 1.43 |
| 17 | SACRAMENTO-STOCKTON | 459,400 | 1.37 |
| 18 | PHOENIX | 421,900 | 1.26 |
| 19 | DENVER | 407,100 | 1.21 |
| 20 | CLEVELAND | 401,900 | 1.20 |
| 21 | PITTSBURGH | 382,800 | 1.14 |
| 22 | MIAMI-FT. LAUDERDALE | 379,900 | 1.13 |
| 23 | TAMPA-ST. PETERSBURG | 379,500 | 1.13 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 368,900 | 1.10 |
| 25 | PORTLAND, OR | 333,100 | .99 |
| 26 | HARTFORD-NEW HAVEN | 328,400 | .98 |
| 27 | KANSAS CITY | 324,100 | .97 |
| 28 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 287,100 | .86 |
| 29 | COLUMBUS, OH | 283,100 | .84 |
| 30 | CINCINNATI | 281,400 | .84 |
| 31 | MILWAUKEE | 279,400 | .83 |
| 32 | INDIANAPOLIS | 275,700 | .82 |
| 33 | HARRISBURG-YORK-LANCASTER-LEBANON | 273,100 | .81 |
| 34 | PROVIDENCE-NEW BEDFORD | 269,200 | .80 |
| 35 | SAN ANTONIO | 257,600 | .77 |
| 36 | CHARLOTTE | 244,600 | .73 |
| 37 | NEW ORLEANS | 244,200 | .73 |
| 38 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 243,700 | .73 |
| 39 | SALT LAKE CITY | 235,200 | .70 |
| 40 | BUFFALO | 218,800 | .65 |
| 41 | NASHVILLE | 209,900 | .63 |
| 42 | GREENVILLE-SPARTANBURG-ASHEVILLE | 203,800 | .61 |
| 43 | MEMPHIS | 202,200 | .60 |
| 44 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 200,900 | .60 |
| 45 | JACKSONVILLE | 193,000 | .58 |
| 46 | GREENSBORO-WINSTON SALEM-HIGH POINT | 192,300 | .57 |
| 47 | LOUISVILLE | 190,300 | .57 |
| 48 | DAYTON | 190,100 | .57 |
| 49 | ROCHESTER, NY | 189,400 | .56 |
| 50 | RICHMOND | 187,900 | .56 |
| 51 | OKLAHOMA CITY | 187,400 | .56 |
| 52 | BIRMINGHAM | 179,400 | .53 |
| 53 | FLINT-SAGINAW-BAY CITY | 173,700 | .52 |
| 54 | AUSTIN, TX | 169,200 | .50 |
| 55 | ALBANY-SCHENECTADY-TROY | 167,600 | .50 |
| 56 | RALEIGH-DURHAM | 167,100 | .50 |
| 57 | MOBILE-PENSACOLA | 158,400 | .47 |
| 58 | LAS VEGAS | 155,300 | .46 |
| 59 | TULSA | 146,700 | .44 |
| 60 | ALBUQUERQUE | 145,600 | .43 |
| 61 | TUCSON | 131,300 | .39 |
| 62 | SYRACUSE | 124,100 | .37 |
| 63 | OMAHA | 123,700 | .37 |
| 64 | FRESNO-VISALIA | 121,900 | .36 |
| 65 | TOLEDO | 121,300 | .36 |
| 66 | KNOXVILLE | 118,900 | .35 |
| 67 | LITTLE ROCK | 118,600 | .35 |
| 68 | EL PASO | 113,400 | .34 |
| 69 | LANSING | 112,600 | .34 |
| 70 | SALINAS-MONTEREY | 112,400 | .34 |
| 71 | MCALLEN-BROWNSVILLE: LRGV | 112,100 | .33 |
| 72 | SPRINGFIELD, MA | 112,000 | .33 |
| 73 | WILKES BARRE-SCRANTON | 106,100 | .32 |
| 74 | COLORADO SPRINGS-PUEBLO | 105,600 | .31 |
| 75 | SPRINGFIELD-DECATUR-CHAMPAIGN | 104,200 | .31 |
| 76 | BATON ROUGE | 104,100 | .31 |
| 76 | WICHITA-HUTCHINSON | 104,100 | .31 |
| 78 | CHARLESTON-HUNTINGTON | 103,800 | .31 |
| 79 | CHARLESTON, SC | 102,700 | .31 |
| 80 | COLUMBIA, SC | 95,600 | .29 |
| 81 | SHREVEPORT-TEXARKANA | 93,500 | .28 |
| 82 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 92,500 | .28 |
| 83 | DES MOINES | 92,400 | .28 |
| 84 | YOUNGSTOWN | 88,200 | .26 |
| 85 | FT. WAYNE | 87,200 | .26 |
| 86 | BAKERSFIELD | 86,900 | .26 |
| 87 | CHATTANOOGA | 84,700 | .25 |
| 88 | PEORIA-BLOOMINGTON | 84,600 | .25 |
| 89 | LEXINGTON | 84,000 | .25 |
| 90 | ROANOKE-LYNCHBURG | 83,800 | .25 |
| 91 | SOUTH BEND-ELKHART | 81,400 | .24 |
| 92 | SPOKANE | 80,700 | .24 |
| 93 | HUNTSVILLE-DECATUR-FLORENCE | 80,200 | .24 |
| 94 | AUGUSTA | 80,100 | .24 |
| 95 | JACKSON, MS | 79,400 | .24 |
| 96 | FT. SMITH | 78,600 | .23 |
| 96 | WACO-TEMPLE-BRYAN | 78,600 | .23 |
| 98 | MADISON | 77,100 | .23 |
| 99 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 76,900 | .23 |
| 100 | CHICO-REDDING | 71,200 | .21 |
| 101* | PORTLAND-POLAND SPRING | 69,500 | .21 |
| 102 | GREEN BAY-APPLETON | 66,500 | .20 |
| 103 | CORPUS CHRISTI | 65,100 | .19 |
| 104 | MONTGOMERY-SELMA | 64,900 | .19 |
| 105 | BEAUMONT-PORT ARTHUR | 64,600 | .19 |
| 106 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 64,300 | .19 |
| 107 | ROCKFORD | 63,100 | .19 |
| 108 | JOHNSTOWN-ALTOONA | 62,100 | .19 |
| 109 | LINCOLN-HASTINGS-KEARNEY | 61,500 | .18 |
| 110 | TALLAHASSEE-THOMASVILLE | 61,000 | .18 |
| 111 | GREENVILLE-NEW BERN-WASHINGTON | 59,400 | .18 |
| 112 | BURLINGTON-PLATTSBURGH | 58,200 | .17 |
| 113 | EVANSVILLE | 58,100 | .17 |
| 114 | MACON | 57,700 | .17 |
| 115 | BOISE | 56,800 | .17 |
| 116 | TYLER-LONGVIEW-JACKSONVILLE | 54,000 | .16 |
| 117 | EUGENE | 53,900 | .16 |
| 118 | RENO | 53,800 | .16 |
| 119 | SAVANNAH | 53,000 | .16 |
| 120 | BILOXI-GULFPORT-PASCAGOULA | 52,400 | .16 |
| 121 | ERIE | 48,800 | .15 |
| 122 | BINGHAMTON | 48,200 | .14 |
| 123 | DULUTH-SUPERIOR | 46,000 | .14 |
| 124 | WHEELING-STEUBENVILLE | 45,700 | .14 |
| 125 | SPRINGFIELD, MO | 45,600 | .14 |
| 126 | ODESSA-MIDLAND | 45,300 | .14 |
| 127 | COLUMBUS, GA | 45,100 | .13 |
| 128 | WICHITA FALLS-LAWTON | 44,600 | .13 |
| 129 | LUBBOCK | 40,300 | .12 |
| 130 | MONROE-EL DORADO | 37,200 | .11 |
| 131 | AMARILLO | 35,400 | .11 |
| 132 | TOPEKA | 34,200 | .10 |
| 132 | WILMINGTON | 34,200 | .10 |
| 134 | COLUMBIA-JEFFERSON CITY | 33,200 | .10 |
| 135 | LAFAYETTE, LA | 32,000 | .10 |
| 136 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 31,900 | .10 |
| 137 | WAUSAU-RHINELANDER | 31,600 | .09 |
| 138 | IDAHO FALLS-POCATELLO | 30,700 | .09 |
| 139 | FARGO | 30,500 | .09 |
| 140 | JOPLIN-PITTSBURG | 30,000 | .09 |
| 141 | SIOUX FALLS-MITCHELL | 29,100 | .09 |
| 142 | ABILENE-SWEETWATER | 28,300 | .08 |
| 143 | TERRE HAUTE | 27,800 | .08 |
| 144 | BANGOR | 27,600 | .08 |
| 145 | MEDFORD | 26,900 | .08 |
| 146 | PANAMA CITY | 25,100 | .07 |
| 147 | MISSOULA | 23,400 | .07 |
| 148 | EUREKA | 22,500 | .07 |
| 149 | BILLINGS-HARDIN | 21,900 | .07 |
| 150 | ALBANY, GA | 21,700 | .06 |
| 151 | WATERTOWN-CARTHAGE | 20,400 | .06 |
| 152 | SIOUX CITY | 20,300 | .06 |
| 153 | TRAVERSE CITY-CADILLAC | 18,100 | .05 |
| 154 | GRAND JUNCTION-DURANGO | 17,200 | .05 |
| 155 | QUINCY-HANNIBAL | 16,100 | .05 |
| 156 | GREAT FALLS | 14,400 | .04 |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK WOMEN 25-49** US TOTAL 4,649,600

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 617,200 | 13.27 |
| 2 | CHICAGO | 305,600 | 6.57 |
| 3 | WASHINGTON, DC | 243,000 | 5.23 |
| 4 | LOS ANGELES | 202,100 | 4.35 |
| 5 | DETROIT | 191,800 | 4.13 |
| 6 | PHILADELPHIA | 183,700 | 3.95 |
| 7 | ATLANTA | 178,900 | 3.85 |
| 8 | HOUSTON | 137,900 | 2.97 |
| 9 | BALTIMORE | 132,900 | 2.86 |
| 10 | DALLAS-FT. WORTH | 120,700 | 2.60 |
| 11 | NEW ORLEANS | 84,700 | 1.82 |
| 12 | SAN FRANCISCO-OAKLAND-SAN JOSE | 84,300 | 1.81 |
| 13 | ST. LOUIS | 83,800 | 1.80 |
| 14 | MEMPHIS | 80,200 | 1.72 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 79,200 | 1.70 |
| 16 | MIAMI-FT. LAUDERDALE | 78,500 | 1.69 |
| 17 | CLEVELAND | 75,600 | 1.63 |
| 18 | RICHMOND | 54,600 | 1.17 |
| 19 | CHARLOTTE | 49,400 | 1.06 |
| 20 | BIRMINGHAM | 48,700 | 1.05 |
| 21 | BOSTON | 45,300 | .97 |
| 22 | RALEIGH-DURHAM | 40,500 | .87 |
| 23 | KANSAS CITY | 39,900 | .86 |
| 24 | MILWAUKEE | 39,700 | .85 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 38,000 | .82 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 37,600 | .81 |
| 27 | CINCINNATI | 36,700 | .79 |
| 28 | TAMPA-ST. PETERSBURG | 36,500 | .79 |
| 29 | JACKSONVILLE | 36,200 | .78 |
| 30 | MOBILE-PENSACOLA | 35,100 | .75 |
| 31 | INDIANAPOLIS | 34,500 | .74 |
| 32 | HARTFORD-NEW HAVEN | 34,400 | .74 |
| 33 | COLUMBUS, OH | 33,200 | .71 |
| 34 | JACKSON, MS | 32,400 | .70 |
| 34 | PITTSBURGH | 32,400 | .70 |
| 36 | NASHVILLE | 31,400 | .68 |
| 37 | BATON ROUGE | 30,900 | .66 |
| 38 | GREENVILLE-SPARTANBURG-ASHEVILLE | 30,400 | .65 |
| 39 | CHARLESTON, SC | 29,700 | .64 |
| 40 | SHREVEPORT-TEXARKANA | 29,100 | .63 |
| 41 | COLUMBIA, SC | 28,900 | .62 |
| 42 | SAN DIEGO | 27,900 | .60 |
| 43 | LITTLE ROCK | 26,400 | .57 |
| 43 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 26,400 | .57 |
| 45 | SACRAMENTO-STOCKTON | 25,500 | .55 |
| 46 | AUGUSTA | 25,000 | .54 |
| 46 | LOUISVILLE | 25,000 | .54 |
| 48 | FLINT-SAGINAW-BAY CITY | 24,800 | .53 |
| 49 | MONTGOMERY-SELMA | 24,600 | .53 |
| 50 | DAYTON | 24,300 | .52 |
| 51 | BUFFALO | 23,800 | .51 |
| 52 | SEATTLE-TACOMA | 22,700 | .49 |
| 53 | MACON | 20,400 | .44 |
| 54 | OKLAHOMA CITY | 19,900 | .43 |
| 55 | DENVER | 19,700 | .42 |
| 56 | GREENVILLE-NEW BERN-WASHINGTON | 19,500 | .42 |
| 57 | ROCHESTER, NY | 18,500 | .40 |
| 58 | SAVANNAH | 18,200 | .39 |
| 59 | COLUMBUS, GA | 17,900 | .38 |
| 60 | TALLAHASSEE-THOMASVILLE | 17,600 | .38 |
| 61 | MINNEAPOLIS-ST. PAUL | 17,100 | .37 |
| 62 | SAN ANTONIO | 16,900 | .36 |
| 63 | BEAUMONT-PORT ARTHUR | 15,400 | .33 |
| 64 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 15,300 | .33 |
| 65 | AUSTIN, TX | 14,200 | .31 |
| 65 | LAS VEGAS | 14,200 | .31 |
| 67 | WACO-TEMPLE-BRYAN | 13,800 | .30 |
| 68 | PHOENIX | 13,700 | .29 |
| 69 | TOLEDO | 13,500 | .29 |
| 70 | ROANOKE-LYNCHBURG | 12,900 | .28 |
| 71 | HUNTSVILLE-DECATUR-FLORENCE | 12,800 | .28 |
| 72 | CHATTANOOGA | 11,500 | .25 |
| 73 | HARRISBURG-YORK-LANCASTER-LEBANON | 11,400 | .25 |
| 74 | TULSA | 11,100 | .24 |
| 75 | MONROE-EL DORADO | 11,000 | .24 |
| 76 | TYLER-LONGVIEW-JACKSONVILLE | 10,600 | .23 |
| 77 | BILOXI-GULFPORT-PASCAGOULA | 10,500 | .23 |
| 78 | YOUNGSTOWN | 10,100 | .22 |
| 79 | OMAHA | 9,900 | .21 |
| 80 | ALBANY, GA | 9,800 | .21 |
| 81 | SPRINGFIELD-DECATUR-CHAMPAIGN | 9,600 | .21 |
| 82 | LEXINGTON | 8,100 | .17 |
| 83 | PORTLAND, OR | 7,600 | .16 |
| 84 | LANSING | 7,500 | .16 |
| 84 | SYRACUSE | 7,500 | .16 |
| 86 | ALBANY-SCHENECTADY-TROY | 7,400 | .16 |
| 87 | PROVIDENCE-NEW BEDFORD | 7,300 | .16 |
| 88 | KNOXVILLE | 7,100 | .15 |
| 89 | WICHITA-HUTCHINSON | 7,000 | .15 |
| 90 | LAFAYETTE, LA | 6,900 | .15 |
| 90 | SPRINGFIELD, MA | 6,900 | .15 |
| 92 | WILMINGTON | 6,400 | .14 |
| 93 | FT. WAYNE | 6,000 | .13 |
| 94 | SOUTH BEND-ELKHART | 5,800 | .12 |
| 95 | FRESNO-VISALIA | 5,700 | .12 |
| 96 | PEORIA-BLOOMINGTON | 5,600 | .12 |
| 97 | COLORADO SPRINGS-PUEBLO | 5,400 | .12 |
| 98 | ROCKFORD | 5,100 | .11 |
| 98 | WICHITA FALLS-LAWTON | 5,100 | .11 |
| 100 | BAKERSFIELD | 4,300 | .09 |
| 101 | SALINAS-MONTEREY | 3,700 | .08 |
| 102 | CHARLESTON-HUNTINGTON | 3,600 | .08 |
| 103 | EL PASO | 3,400 | .07 |
| 103 | TUCSON | 3,400 | .07 |
| 105 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,300 | .07 |
| 106 | EVANSVILLE | 3,200 | .07 |
| 107 | LUBBOCK | 3,100 | .07 |
| 108 | DES MOINES | 2,900 | .06 |
| 109 | ALBUQUERQUE | 2,600 | .06 |
| 109 | ODESSA-MIDLAND | 2,600 | .06 |
| 111 | ERIE | 2,500 | .05 |
| 111 | PANAMA CITY | 2,500 | .05 |
| 113 | TOPEKA | 2,400 | .05 |
| 114 | CORPUS CHRISTI | 2,300 | .05 |
| 115 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 2,100 | .05 |
| 115 | COLUMBIA-JEFFERSON CITY | 2,100 | .05 |
| 117 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 1,900 | .04 |
| 117 | MADISON | 1,900 | .04 |
| 119 | AMARILLO | 1,800 | .04 |
| 120 | FT. SMITH | 1,600 | .03 |
| 121 | SALT LAKE CITY | 1,500 | .03 |
| 122 | ABILENE-SWEETWATER | 1,400 | .03 |
| 122 | WHEELING-STEUBENVILLE | 1,400 | .03 |
| 124 | RENO | 1,100 | .02 |
| 125 | WATERTOWN-CARTHAGE | 900 | .02 |
| 126 | JOHNSTOWN-ALTOONA | 800 | .02 |
| 126 | TERRE HAUTE | 800 | .02 |
| 128 | BINGHAMTON | 700 | .02 |
| 129 | LINCOLN-HASTINGS-KEARNEY | 600 | .01 |
| 129 | SPOKANE | 600 | .01 |
| 129 | SPRINGFIELD, MO | 600 | .01 |
| 132 | CHICO-REDDING | 500 | .01 |
| 132 | QUINCY-HANNIBAL | 500 | .01 |
| 132 | WILKES BARRE-SCRANTON | 500 | .01 |
| 135 | BURLINGTON-PLATTSBURGH | 400 | .01 |
| 136 | PORTLAND-POLAND SPRING | 300 | .01 |
| 136 | SIOUX CITY | 300 | .01 |
| 138 | BOISE | 200 | - |
| 138 | EUGENE | 200 | - |
| 138 | EUREKA | 200 | - |
| 138 | GREAT FALLS | 200 | - |
| 138 | IDAHO FALLS-POCATELLO | 200 | - |
| 138 | JOPLIN-PITTSBURG | 200 | - |
| 138 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 200 | - |
| 145 | BANGOR | 100 | - |
| 145 | BILLINGS-HARDIN | 100 | - |
| 145 | DULUTH-SUPERIOR | 100 | - |
| 145 | GRAND JUNCTION-DURANGO | 100 | - |
| 145 | GREEN BAY-APPLETON | 100 | - |
| 145 | MEDFORD | 100 | - |
| 145 | SIOUX FALLS-MITCHELL | 100 | - |
| 152 | FARGO | | |
| 152 | MCALLEN-BROWNSVILLE: LRGV | | |
| 152 | MISSOULA | | |
| 152 | TRAVERSE CITY-CADILLAC | | |
| 152 | WAUSAU-RHINELANDER | | |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC WOMEN 25-49

US TOTAL 3,450,200

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 743,300 | 21.54 |
| 2 | NEW YORK | 573,800 | 16.63 |
| 3 | MIAMI-FT. LAUDERDALE | 199,100 | 5.77 |
| 4 | CHICAGO | 161,700 | 4.69 |
| 5 | HOUSTON | 149,400 | 4.33 |
| 6 | SAN ANTONIO | 119,100 | 3.45 |
| 7 | DALLAS-FT WORTH | 99,000 | 2.87 |
| 8 | MCALLEN-BROWNSVILLE: LRGV | 98,500 | 2.85 |
| 9 | SAN DIEGO | 97,200 | 2.82 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 93,900 | 2.72 |
| 11 | EL PASO | 81,700 | 2.37 |
| 12 | SACRAMENTO-STOCKTON | 66,300 | 1.92 |
| 13 | PHOENIX | 62,700 | 1.82 |
| 14 | WASHINGTON DC | 54,800 | 1.59 |
| 15 | ALBUQUERQUE | 53,600 | 1.55 |
| 16 | DENVER | 44,700 | 1.30 |
| 17 | FRESNO-VISALIA | 40,900 | 1.19 |
| 18 | BOSTON | 39,200 | 1.14 |
| 19 | TUCSON | 35,100 | 1.02 |
| 20 | PHILADELPHIA | 34,400 | 1.00 |
| 21 | CORPUS CHRISTI | 33,100 | .96 |
| 22 | AUSTIN TX | 31,900 | .92 |
| 23 | SALINAS-MONTEREY | 28,900 | .84 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 27,500 | .80 |
| 24 | TAMPA-ST. PETERSBURG | 27,500 | .80 |
| 26 | HARTFORD-NEW HAVEN | 25,200 | .73 |
| 27 | BAKERSFIELD | 24,600 | .71 |
| 28 | LAS VEGAS | 16,400 | .48 |
| 29 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 16,000 | .46 |
| 30 | DETROIT | 15,800 | .46 |
| 31 | SEATTLE-TACOMA | 15,400 | .45 |
| 32 | COLORADO SPRINGS-PUEBLO | 15,100 | .44 |
| 33 | ATLANTA | 12,700 | .37 |
| 33 | SALT LAKE CITY | 12,700 | .37 |
| 35 | ODESSA-MIDLAND | 11,900 | .34 |
| 35 | PROVIDENCE-NEW BEDFORD | 11,900 | .34 |
| 37 | PORTLAND OR | 11,100 | .32 |
| 38 | NEW ORLEANS | 10,600 | .31 |
| 39 | SPRINGFIELD MA | 9,900 | .29 |
| 40 | WACO-TEMPLE-BRYAN | 9,600 | .28 |
| 41 | CLEVELAND | 9,500 | .28 |
| 42 | LUBBOCK | 9,400 | .27 |
| 43 | MILWAUKEE | 9,000 | .26 |
| 44 | KANSAS CITY | 8,700 | .25 |
| 45 | MINNEAPOLIS-ST. PAUL | 6,900 | .20 |
| 46 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 6,800 | .20 |
| 47 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 6,600 | .19 |
| 48 | BALTIMORE | 6,400 | .19 |
| 49 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 6,000 | .17 |
| 49 | OKLAHOMA CITY | 6,000 | .17 |
| 51 | HARRISBURG-YORK-LANCASTER-LEBANON | 5,800 | .17 |
| 51 | ROCHESTER NY | 5,800 | .17 |
| 53 | ST. LOUIS | 5,100 | .15 |
| 54 | CHICO-REDDING | 4,900 | .14 |
| 55 | FLINT-SAGINAW-BAY CITY | 4,800 | .14 |
| 55 | JACKSONVILLE | 4,800 | .14 |
| 57 | AMARILLO | 4,600 | .13 |
| 57 | BUFFALO | 4,600 | .13 |
| 59 | ABILENE-SWEETWATER | 4,500 | .13 |
| 60 | RENO | 4,400 | .13 |
| 61 | TOLEDO | 3,700 | .11 |
| 61 | WICHITA-HUTCHINSON | 3,700 | .11 |
| 63 | LANSING | 3,300 | .10 |
| 64 | WICHITA FALLS-LAWTON | 3,200 | .09 |
| 65 | TULSA | 3,000 | .09 |
| 66 | ALBANY-SCHENECTADY-TROY | 2,900 | .08 |
| 66 | BOISE | 2,900 | .08 |
| 66 | OMAHA | 2,900 | .08 |
| 69 | BEAUMONT-PORT ARTHUR | 2,500 | .07 |
| 69 | COLUMBUS OH | 2,500 | .07 |
| 69 | INDIANAPOLIS | 2,500 | .07 |
| 72 | CHARLOTTE | 2,400 | .07 |
| 72 | PITTSBURGH | 2,400 | .07 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 2,300 | .07 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 2,000 | .06 |
| 75 | MOBILE-PENSACOLA | 2,000 | .06 |
| 77 | NASHVILLE | 1,900 | .06 |
| 77 | RALEIGH-DURHAM | 1,900 | .06 |
| 77 | RICHMOND | 1,900 | .06 |
| 80 | CINCINNATI | 1,800 | .05 |
| 81 | ROCKFORD | 1,700 | .05 |
| 82 | BATON ROUGE | 1,500 | .04 |
| 82 | FT. WAYNE | 1,500 | .04 |
| 82 | GREENSBORO-WINSTON SALEM-HIGH POINT | 1,500 | .04 |
| 82 | IDAHO FALLS-POCATELLO | 1,500 | .04 |
| 82 | MEMPHIS | 1,500 | .04 |
| 82 | SPOKANE | 1,500 | .04 |
| 82 | SYRACUSE | 1,500 | .04 |
| 89 | CHARLESTON, SC | 1,400 | .04 |
| 89 | COLUMBUS, GA | 1,400 | .04 |
| 89 | DAYTON | 1,400 | .04 |
| 89 | DES MOINES | 1,400 | .04 |
| 89 | GRAND JUNCTION-DURANGO | 1,400 | .04 |
| 89 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,400 | .04 |
| 89 | SOUTH BEND-ELKHART | 1,400 | .04 |
| 89 | YOUNGSTOWN | 1,400 | .04 |
| 97 | EUGENE | 1,300 | .04 |
| 97 | SHREVEPORT-TEXARKANA | 1,300 | .04 |
| 97 | TOPEKA | 1,300 | .04 |
| 100 | COLUMBIA, SC | 1,200 | .03 |
| 100 | LINCOLN-HASTINGS-KEARNEY | 1,200 | .03 |
| 102 | AUGUSTA | 1,100 | .03 |
| 102 | LOUISVILLE | 1,100 | .03 |
| 102 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,100 | .03 |
| 102 | TALLAHASSEE-THOMASVILLE | 1,100 | .03 |
| 106 | LITTLE ROCK | 1,000 | .03 |
| 106 | MADISON | 1,000 | .03 |
| 106 | MEDFORD | 1,000 | .03 |
| 109 | BIRMINGHAM | 900 | .03 |
| 109 | EUREKA | 900 | .03 |
| 109 | FT. SMITH | 900 | .03 |
| 112 | BILOXI-GULFPORT-PASCAGOULA | 800 | .02 |
| 112 | HUNTSVILLE-DECATUR-FLORENCE | 800 | .02 |
| 112 | PEORIA-BLOOMINGTON | 800 | .02 |
| 115 | KNOXVILLE | 700 | .02 |
| 115 | LEXINGTON | 700 | .02 |
| 117 | MACON | 600 | .02 |
| 117 | ROANOKE-LYNCHBURG | 600 | .02 |
| 117 | SIOUX CITY | 600 | .02 |
| 117 | WILKES BARRE-SCRANTON | 600 | .02 |
| 121 | BILLINGS-HARDIN | 500 | .01 |
| 121 | BINGHAMTON | 500 | .01 |
| 121 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 500 | .01 |
| 121 | CHATTANOOGA | 500 | .01 |
| 121 | ERIE | 500 | .01 |
| 121 | GREENVILLE-NEW BERN-WASHINGTON | 500 | .01 |
| 121 | LAFAYETTE LA | 500 | .01 |
| 121 | MONTGOMERY-SELMA | 500 | .01 |
| 121 | PANAMA CITY | 500 | .01 |
| 121 | PORTLAND-POLAND SPRING | 500 | .01 |
| 121 | SAVANNAH | 500 | .01 |
| 132 | BURLINGTON-PLATTSBURGH | 400 | .01 |
| 132 | GREEN BAY-APPLETON | 400 | .01 |
| 132 | JACKSON MS | 400 | .01 |
| 132 | JOHNSTOWN-ALTOONA | 400 | .01 |
| 132 | JOPLIN-PITTSBURG | 400 | .01 |
| 132 | SPRINGFIELD MO | 400 | .01 |
| 132 | WATERTOWN-CARTHAGE | 400 | .01 |
| 139 | COLUMBIA-JEFFERSON CITY | 300 | .01 |
| 139 | EVANSVILLE | 300 | .01 |
| 139 | FARGO | 300 | .01 |
| 139 | MISSOULA | 300 | .01 |
| 139 | MONROE-EL DORADO | 300 | .01 |
| 139 | WILMINGTON | 300 | .01 |
| 145 | CHARLESTON-HUNTINGTON | 200 | .01 |
| 145 | GREAT FALLS | 200 | .01 |
| 145 | SIOUX FALLS-MITCHELL | 200 | .01 |
| 145 | WHEELING-STEUBENVILLE | 200 | .01 |
| 149 | ALBANY GA | 100 | - |
| 149 | BANGOR | 100 | - |
| 149 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 100 | - |
| 149 | DULUTH-SUPERIOR | 100 | - |
| 149 | QUINCY-HANNIBAL | 100 | - |
| 149 | TERRE HAUTE | 100 | - |
| 149 | TRAVERSE CITY-CADILLAC | 100 | - |
| 149 | WAUSAU-RHINELANDER | 100 | - |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL WOMEN 25-54** US TOTAL 37,693,100

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 3,589,800 | 9.52 |
| 2 | LOS ANGELES | 2,517,900 | 6.68 |
| 3 | CHICAGO | 1,763,100 | 4.68 |
| 4 | PHILADELPHIA | 1,074,300 | 2.85 |
| 5 | WASHINGTON, DC | 1,025,500 | 2.72 |
| 6 | DALLAS-FT. WORTH | 961,700 | 2.55 |
| 7 | DETROIT | 951,800 | 2.53 |
| 8 | HOUSTON | 868,300 | 2.30 |
| 9 | BOSTON | 861,400 | 2.29 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 852,900 | 2.26 |
| 11 | ATLANTA | 742,200 | 1.97 |
| 12 | SEATTLE-TACOMA | 604,500 | 1.60 |
| 13 | MINNEAPOLIS-ST. PAUL | 594,200 | 1.58 |
| 14 | BALTIMORE | 556,400 | 1.48 |
| 15 | SAN DIEGO | 551,100 | 1.46 |
| 16 | ST. LOUIS | 541,600 | 1.44 |
| 17 | SACRAMENTO-STOCKTON | 513,300 | 1.36 |
| 18 | PHOENIX | 471,700 | 1.25 |
| 19 | CLEVELAND | 457,000 | 1.21 |
| 20 | DENVER | 451,400 | 1.20 |
| 21 | PITTSBURGH | 438,300 | 1.16 |
| 22 | MIAMI-FT. LAUDERDALE | 436,200 | 1.16 |
| 23 | TAMPA-ST. PETERSBURG | 431,900 | 1.15 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 416,800 | 1.11 |
| 25 | PORTLAND, OR | 370,900 | .98 |
| 26 | HARTFORD-NEW HAVEN | 369,200 | .98 |
| 27 | KANSAS CITY | 363,500 | .96 |
| 28 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 318,300 | .84 |
| 29 | CINCINNATI | 317,800 | .84 |
| 30 | COLUMBUS, OH | 317,300 | .84 |
| 31 | MILWAUKEE | 314,400 | .83 |
| 32 | INDIANAPOLIS | 309,100 | .82 |
| 33 | HARRISBURG-YORK-LANCASTER-LEBANON | 309,000 | .82 |
| 34 | PROVIDENCE-NEW BEDFORD | 302,600 | .80 |
| 35 | SAN ANTONIO | 288,500 | .77 |
| 36 | CHARLOTTE | 275,500 | .73 |
| 37 | NEW ORLEANS | 273,700 | .73 |
| 38 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 273,100 | .72 |
| 39 | SALT LAKE CITY | 261,300 | .69 |
| 40 | BUFFALO | 248,800 | .66 |
| 41 | NASHVILLE | 235,500 | .62 |
| 42 | GREENVILLE-SPARTANBURG-ASHEVILLE | 233,100 | .62 |
| 43 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 228,300 | .61 |
| 44 | MEMPHIS | 226,500 | .60 |
| 45 | GREENSBORO-WINSTON SALEM-HIGH POINT | 218,300 | .58 |
| 46 | DAYTON | 217,200 | .58 |
| 47 | JACKSONVILLE | 216,100 | .57 |
| 48 | LOUISVILLE | 215,100 | .57 |
| 49 | ROCHESTER, NY | 212,500 | .56 |
| 50 | OKLAHOMA CITY | 211,200 | .56 |
| 51 | RICHMOND | 209,900 | .56 |
| 52 | BIRMINGHAM | 203,100 | .54 |
| 53 | FLINT-SAGINAW-BAY CITY | 197,100 | .52 |
| 54 | ALBANY-SCHENECTADY-TROY | 188,200 | .50 |
| 55 | AUSTIN, TX | 184,900 | .49 |
| 56 | RALEIGH-DURHAM | 184,500 | .49 |
| 57 | MOBILE-PENSACOLA | 180,400 | .48 |
| 58 | LAS VEGAS | 176,400 | .47 |
| 59 | TULSA | 165,900 | .44 |
| 60 | ALBUQUERQUE | 162,700 | .43 |
| 61 | TUCSON | 147,800 | .39 |
| 62 | SYRACUSE | 139,400 | .37 |
| 63 | OMAHA | 138,300 | .37 |
| 64 | TOLEDO | 136,700 | .36 |
| 65 | FRESNO-VISALIA | 135,900 | .36 |
| 65 | KNOXVILLE | 135,900 | .36 |
| 67 | LITTLE ROCK | 133,600 | .35 |
| 68 | EL PASO | 127,400 | .34 |
| 69 | LANSING | 125,600 | .33 |
| 69 | MCALLEN-BROWNSVILLE: LRGV | 125,600 | .33 |
| 71 | SPRINGFIELD, MA | 125,500 | .33 |
| 72 | SALINAS-MONTEREY | 123,900 | .33 |
| 73 | WILKES BARRE-SCRANTON | 122,100 | .32 |
| 74 | CHARLESTON-HUNTINGTON | 119,400 | .32 |
| 75 | COLORADO SPRINGS-PUEBLO | 118,000 | .31 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 117,600 | .31 |
| 77 | WICHITA-HUTCHINSON | 117,000 | .31 |
| 78 | BATON ROUGE | 116,200 | .31 |
| 79 | CHARLESTON, SC | 114,100 | .30 |
| 80 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 107,200 | .28 |
| 81 | SHREVEPORT-TEXARKANA | 106,500 | .28 |
| 82 | COLUMBIA, SC | 106,300 | .28 |
| 83 | DES MOINES | 103,400 | .27 |
| 84 | YOUNGSTOWN | 101,100 | .27 |
| 85 | FT. WAYNE | 98,000 | .26 |
| 86 | CHATTANOOGA | 97,100 | .26 |
| 87 | BAKERSFIELD | 96,900 | .26 |
| 88 | ROANOKE-LYNCHBURG | 95,700 | .25 |
| 89 | PEORIA-BLOOMINGTON | 95,600 | .25 |
| 90 | LEXINGTON | 93,900 | .25 |
| 91 | HUNTSVILLE-DECATUR-FLORENCE | 91,800 | .24 |
| 91 | SOUTH BEND-ELKHART | 91,800 | .24 |
| 93 | SPOKANE | 90,700 | .24 |
| 94 | AUGUSTA | 89,700 | .24 |
| 94 | FT. SMITH | 89,700 | .24 |
| 96 | JACKSON, MS | 89,200 | .24 |
| 97 | WACO-TEMPLE-BRYAN | 87,800 | .23 |
| 98 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 87,600 | .23 |
| 99 | MADISON | 84,700 | .22 |
| 100 | CHICO-REDDING | 80,800 | .21 |
| 101 | PORTLAND-POLAND SPRING | 77,600 | .21 |
| 102 | GREEN BAY-APPLETON | 74,100 | .20 |
| 103 | BEAUMONT-PORT ARTHUR | 73,900 | .20 |
| 104 | MONTGOMERY-SELMA | 73,700 | .20 |
| 105 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 73,200 | .19 |
| 106 | CORPUS CHRISTI | 73,000 | .19 |
| 107 | JOHNSTOWN-ALTOONA | 71,600 | .19 |
| 108 | ROCKFORD | 71,400 | .19 |
| 109 | LINCOLN-HASTINGS-KEARNEY | 68,600 | .18 |
| 110 | TALLAHASSEE-THOMASVILLE | 67,900 | .18 |
| 111 | GREENVILLE-NEW BERN-WASHINGTON | 67,200 | .18 |
| 112 | EVANSVILLE | 66,200 | .18 |
| 113 | MACON | 65,600 | .17 |
| 114 | BURLINGTON-PLATTSBURGH | 65,100 | .17 |
| 115 | BOISE | 63,600 | .17 |
| 116 | TYLER-LONGVIEW-JACKSONVILLE | 61,500 | .16 |
| 117 | RENO | 60,500 | .16 |
| 118 | EUGENE | 60,300 | .16 |
| 119 | BILOXI-GULFPORT-PASCAGOULA | 59,600 | .16 |
| 119 | SAVANNAH | 59,600 | .16 |
| 121 | ERIE | 55,100 | .15 |
| 122 | BINGHAMTON | 54,900 | .15 |
| 123 | WHEELING-STEUBENVILLE | 53,100 | .14 |
| 124 | DULUTH-SUPERIOR | 52,400 | .14 |
| 125 | SPRINGFIELD, MO | 51,600 | .14 |
| 126 | ODESSA-MIDLAND | 50,900 | .14 |
| 127 | COLUMBUS, GA | 50,800 | .13 |
| 128 | WICHITA FALLS-LAWTON | 50,600 | .13 |
| 129 | LUBBOCK | 45,300 | .12 |
| 130 | MONROE-EL DORADO | 42,600 | .11 |
| 131 | AMARILLO | 40,100 | .11 |
| 132 | WILMINGTON | 39,000 | .10 |
| 133 | TOPEKA | 38,700 | .10 |
| 134 | COLUMBIA-JEFFERSON CITY | 36,800 | .10 |
| 136 | WAUSAU-RHINELANDER | 36,000 | .10 |
| 135 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 36,000 | .10 |
| 137 | LAFAYETTE, LA | 35,800 | .09 |
| 138 | IDAHO FALLS-POCATELLO | 34,500 | .09 |
| 139 | JOPLIN-PITTSBURG | 34,300 | .09 |
| 140 | FARGO | 34,200 | .09 |
| 141 | SIOUX FALLS-MITCHELL | 32,500 | .09 |
| 142 | ABILENE-SWEETWATER | 32,200 | .09 |
| 143 | TERRE HAUTE | 31,900 | .08 |
| 144 | BANGOR | 31,200 | .08 |
| 145 | MEDFORD | 30,600 | .08 |
| 146 | PANAMA CITY | 28,800 | .08 |
| 147 | MISSOULA | 26,300 | .07 |
| 148 | EUREKA | 25,100 | .07 |
| 149 | BILLINGS-HARDIN | 24,600 | .07 |
| 150 | ALBANY, GA | 24,300 | .06 |
| 151 | SIOUX CITY | 22,900 | .06 |
| 152 | WATERTOWN-CARTHAGE | 22,700 | .06 |
| 153 | TRAVERSE CITY-CADILLAC | 20,300 | .05 |
| 154 | GRAND JUNCTION-DURANGO | 19,400 | .05 |
| 155 | QUINCY-HANNIBAL | 18,300 | .05 |
| 156 | GREAT FALLS | 16,400 | .04 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK WOMEN 25-54

US TOTAL 5,168,900

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 698,600 | 13.52 |
| 2 | CHICAGO | 343,900 | 6.65 |
| 3 | WASHINGTON, DC | 268,200 | 5.19 |
| 4 | LOS ANGELES | 225,100 | 4.35 |
| 5 | DETROIT | 212,500 | 4.11 |
| 6 | PHILADELPHIA | 207,300 | 4.01 |
| 7 | ATLANTA | 194,500 | 3.76 |
| 8 | HOUSTON | 151,000 | 2.92 |
| 9 | BALTIMORE | 147,500 | 2.85 |
| 10 | DALLAS-FT. WORTH | 131,600 | 2.55 |
| 11 | NEW ORLEANS | 94,000 | 1.82 |
| 12 | ST. LOUIS | 93,900 | 1.82 |
| 13 | SAN FRANCISCO-OAKLAND-SAN JOSE | 93,400 | 1.81 |
| 14 | MEMPHIS | 88,900 | 1.72 |
| 15 | MIAMI-FT. LAUDERDALE | 87,500 | 1.69 |
| 16 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 87,400 | 1.69 |
| 17 | CLEVELAND | 85,400 | 1.65 |
| 18 | RICHMOND | 60,700 | 1.17 |
| 19 | CHARLOTTE | 54,300 | 1.05 |
| 20 | BIRMINGHAM | 54,100 | 1.05 |
| 21 | BOSTON | 49,600 | .96 |
| 22 | KANSAS CITY | 44,300 | .86 |
| 23 | RALEIGH-DURHAM | 44,200 | .86 |
| 24 | MILWAUKEE | 43,700 | .85 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 42,200 | .82 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 41,800 | .81 |
| 27 | CINCINNATI | 41,000 | .79 |
| 28 | TAMPA-ST. PETERSBURG | 40,800 | .79 |
| 29 | JACKSONVILLE | 40,300 | .78 |
| 30 | MOBILE-PENSACOLA | 39,500 | .76 |
| 31 | INDIANAPOLIS | 38,500 | .74 |
| 32 | HARTFORD-NEW HAVEN | 38,400 | .74 |
| 33 | COLUMBUS, OH | 37,000 | .72 |
| 34 | PITTSBURGH | 36,600 | .71 |
| 35 | JACKSON, MS | 35,800 | .69 |
| 36 | NASHVILLE | 34,400 | .67 |
| 37 | BATON ROUGE | 34,100 | .66 |
| 38 | GREENVILLE-SPARTANBURG-ASHEVILLE | 33,700 | .65 |
| 39 | CHARLESTON, SC | 32,900 | .64 |
| 40 | SHREVEPORT-TEXARKANA | 32,600 | .63 |
| 41 | COLUMBIA, SC | 31,500 | .61 |
| 42 | SAN DIEGO | 30,300 | .59 |
| 43 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 29,400 | .57 |
| 44 | LITTLE ROCK | 28,800 | .56 |
| 45 | SACRAMENTO-STOCKTON | 28,000 | .54 |
| 46 | LOUISVILLE | 27,700 | .54 |
| 47 | AUGUSTA | 27,500 | .53 |
| 47 | DAYTON | 27,500 | .53 |
| 49 | FLINT-SAGINAW-BAY CITY | 27,400 | .53 |
| 49 | MONTGOMERY-SELMA | 27,400 | .53 |
| 51 | BUFFALO | 26,800 | .52 |
| 52 | SEATTLE-TACOMA | 24,600 | .48 |
| 53 | MACON | 22,600 | .44 |
| 54 | DENVER | 21,700 | .42 |
| 54 | GREENVILLE-NEW BERN-WASHINGTON | 21,700 | .42 |
| 56 | OKLAHOMA CITY | 21,600 | .42 |
| 57 | ROCHESTER, NY | 20,400 | .39 |
| 58 | SAVANNAH | 20,200 | .39 |
| 59 | COLUMBUS, GA | 19,900 | .38 |
| 60 | TALLAHASSEE-THOMASVILLE | 19,300 | .37 |
| 61 | SAN ANTONIO | 18,700 | .36 |
| 62 | MINNEAPOLIS-ST. PAUL | 18,300 | .35 |
| 63 | BEAUMONT-PORT ARTHUR | 17,400 | .34 |
| 64 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 16,900 | .33 |
| 65 | LAS VEGAS | 15,700 | .30 |
| 66 | AUSTIN, TX | 15,500 | .30 |
| 67 | PHOENIX | 15,000 | .29 |
| 67 | TOLEDO | 15,000 | .29 |
| 69 | WACO-TEMPLE-BRYAN | 14,900 | .29 |
| 70 | ROANOKE-LYNCHBURG | 14,300 | .28 |
| 71 | HUNTSVILLE-DECATUR-FLORENCE | 14,200 | .27 |
| 72 | CHATTANOOGA | 12,800 | .25 |
| 73 | HARRISBURG-YORK-LANCASTER-LEBANON | 12,700 | .25 |
| 74 | MONROE-EL DORADO | 12,200 | .24 |
| 74 | TULSA | 12,200 | .24 |
| 76 | TYLER-LONGVIEW-JACKSONVILLE | 11,700 | .23 |
| 77 | BILOXI-GULFPORT-PASCAGOULA | 11,600 | .22 |
| 78 | YOUNGSTOWN | 11,500 | .22 |
| 79 | OMAHA | 10,900 | .21 |
| 80 | ALBANY, GA | 10,800 | .21 |
| 81 | SPRINGFIELD-DECATUR-CHAMPAIGN | 10,500 | .20 |
| 82 | LEXINGTON | 9,000 | .17 |
| 83 | PORTLAND, OR | 8,500 | .16 |
| 84 | LANSING | 8,300 | .16 |
| 84 | SYRACUSE | 8,300 | .16 |
| 86 | ALBANY-SCHENECTADY-TROY | 8,200 | .16 |
| 87 | KNOXVILLE | 7,900 | .15 |
| 87 | PROVIDENCE-NEW BEDFORD | 7,900 | .15 |
| 87 | WICHITA-HUTCHINSON | 7,900 | .16 |
| 90 | LAFAYETTE, LA | 7,700 | .15 |
| 91 | SPRINGFIELD, MA | 7,600 | .15 |
| 92 | WILMINGTON | 7,100 | .14 |
| 93 | FT. WAYNE | 6,600 | .13 |
| 94 | SOUTH BEND-ELKHART | 6,400 | .12 |
| 95 | FRESNO-VISALIA | 6,300 | .12 |
| 96 | PEORIA-BLOOMINGTON | 6,100 | .12 |
| 97 | COLORADO SPRINGS-PUEBLO | 6,000 | .12 |
| 98 | WICHITA FALLS-LAWTON | 5,700 | .11 |
| 99 | ROCKFORD | 5,600 | .11 |
| 100 | BAKERSFIELD | 4,700 | .09 |
| 101 | CHARLESTON-HUNTINGTON | 4,000 | .08 |
| 101 | SALINAS-MONTEREY | 4,000 | .08 |
| 103 | TUCSON | 3,800 | .07 |
| 104 | EL PASO | 3,700 | .07 |
| 105 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,600 | .07 |
| 106 | EVANSVILLE | 3,[illegible]00 | .07 |
| 106 | LUBBOCK | 3,400 | .07 |
| 108 | DES MOINES | 3,300 | .06 |
| 109 | ALBUQUERQUE | 3,000 | .06 |
| 110 | ODESSA-MIDLAND | 2,900 | .06 |
| 111 | PANAMA CITY | 2,800 | .05 |
| 112 | ERIE | 2,700 | .05 |
| 113 | CORPUS CHRISTI | 2,600 | .05 |
| 113 | TOPEKA | 2,600 | .05 |
| 115 | COLUMBIA-JEFFERSON CITY | 2,400 | .05 |
| 116 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 2,300 | .04 |
| 116 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 2,300 | .04 |
| 118 | MADISON | 2,000 | .04 |
| 119 | AMARILLO | 1,900 | .04 |
| 120 | FT. SMITH | 1,700 | .03 |
| 121 | ABILENE-SWEETWATER | 1,600 | .03 |
| 121 | SALT LAKE CITY | 1,600 | .03 |
| 123 | WHEELING-STEUBENVILLE | 1,500 | .03 |
| 124 | RENO | 1,200 | .02 |
| 125 | TERRE HAUTE | 900 | .02 |
| 125 | WATERTOWN-CARTHAGE | 900 | .02 |
| 127 | BINGHAMTON | 800 | .02 |
| 127 | JOHNSTOWN-ALTOONA | 800 | .02 |
| 129 | LINCOLN-HASTINGS-KEARNEY | 700 | .01 |
| 129 | SPOKANE | 700 | .01 |
| 131 | SPRINGFIELD, MO | 600 | .01 |
| 131 | WILKES BARRE-SCRANTON | 600 | .01 |
| 133 | CHICO-REDDING | 500 | .01 |
| 133 | QUINCY-HANNIBAL | 500 | .01 |
| 135 | BURLINGTON-PLATTSBURGH | 400 | .01 |
| 136 | JOPLIN-PITTSBURG | 300 | .01 |
| 136 | PORTLAND-POLAND SPRING | 300 | .01 |
| 136 | SIOUX CITY | 300 | .01 |
| 136 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 300 | .01 |
| 140 | BOISE | 200 | - |
| 140 | EUGENE | 200 | - |
| 140 | EUREKA | 200 | - |
| 140 | GREAT FALLS | 200 | - |
| 140 | IDAHO FALLS-POCATELLO | 200 | - |
| 140 | MCALLEN-BROWNSVILLE: LRGV | 200 | - |
| 146 | BANGOR | 100 | - |
| 146 | BILLINGS-HARDIN | 100 | - |
| 146 | DULUTH-SUPERIOR | 100 | - |
| 146 | GRAND JUNCTION-DURANGO | 100 | - |
| 146 | GREEN BAY-APPLETON | 100 | - |
| 146 | MEDFORD | 100 | - |
| 146 | SIOUX FALLS-MITCHELL | 100 | - |
| 153 | FARGO | | |
| 153 | MISSOULA | | |
| 153 | TRAVERSE CITY-CADILLAC | | |
| 153 | WAUSAU-RHINELANDER | | |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC WOMEN 25-54

US TOTAL 3,792,800

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 806,100 | 21.25 |
| 2 | NEW YORK | 641,500 | 16.91 |
| 3 | MIAMI-FT. LAUDERDALE | 231,700 | 6.11 |
| 4 | CHICAGO | 176,100 | 4.64 |
| 5 | HOUSTON | 160,500 | 4.23 |
| 6 | SAN ANTONIO | 132,000 | 3.48 |
| 7 | MCALLEN-BROWNSVILLE: LRGV | 109,400 | 2.88 |
| 8 | DALLAS-FT. WORTH | 106,500 | 2.81 |
| 9 | SAN DIEGO | 105,600 | 2.78 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 103,400 | 2.73 |
| 11 | EL PASO | 91,100 | 2.40 |
| 12 | SACRAMENTO-STOCKTON | 72,000 | 1.90 |
| 13 | PHOENIX | 68,100 | 1.80 |
| 14 | WASHINGTON, DC | 59,700 | 1.57 |
| 15 | ALBUQUERQUE | 59,300 | 1.56 |
| 16 | DENVER | 49,000 | 1.29 |
| 17 | FRESNO-VISALIA | 44,400 | 1.17 |
| 18 | BOSTON | 42,400 | 1.12 |
| 19 | TUCSON | 38,800 | 1.02 |
| 20 | PHILADELPHIA | 37,400 | .99 |
| 21 | CORPUS CHRISTI | 36,700 | .97 |
| 22 | AUSTIN, TX | 34,300 | .90 |
| 23 | SALINAS-MONTEREY | 31,100 | .82 |
| 24 | TAMPA-ST. PETERSBURG | 31,000 | .82 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 30,500 | .80 |
| 26 | HARTFORD-NEW HAVEN | 27,300 | .72 |
| 27 | BAKERSFIELD | 26,500 | .70 |
| 28 | LAS VEGAS | 18,100 | .48 |
| 29 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 17,900 | .47 |
| 30 | DETROIT | 17,500 | .46 |
| 31 | COLORADC SPRINGS-PUEBLO | 16,700 | .44 |
| 32 | SEATTLE-TACOMA | 16,500 | .44 |
| 33 | SALT LAKE CITY | 13,900 | .37 |
| 34 | ATLANTA | 13,700 | .36 |
| 35 | PROVIDENCE-NEW BEDFORD | 13,000 | .34 |
| 36 | ODESSA-MIDLAND | 12,800 | .34 |
| 37 | NEW ORLEANS | 12,100 | .32 |
| 38 | PORTLAND, OR | 12,000 | .32 |
| 39 | SPRINGFIELD, MA | 10,700 | .28 |
| 40 | WACO-TEMPLE-BRYAN | 10,500 | .28 |
| 41 | CLEVELAND | 10,400 | .27 |
| 42 | LUBBOCK | 10,200 | .27 |
| 43 | MILWAUKEE | 9,700 | .26 |
| 44 | KANSAS CITY | 9,400 | .25 |
| 45 | MINNEAPOLIS-ST. PAUL | 7,400 | .20 |
| 46 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 7,200 | .19 |
| 46 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 7,200 | .19 |
| 48 | BALTIMORE | 7,100 | .19 |
| 49 | OKLAHOMA CITY | 6,700 | .18 |
| 50 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 6,400 | .17 |
| 50 | HARRISBURG-YORK-LANCASTER-LEBANON | 6,400 | .17 |
| 50 | ROCHESTER, NY | 6,400 | .17 |
| 53 | ST. LOUIS | 5,700 | .15 |
| 54 | CHICO-REDDING | 5,400 | .14 |
| 55 | JACKSONVILLE | 5,300 | .14 |
| 56 | FLINT-SAGINAW-BAY CITY | 5,200 | .14 |
| 57 | AMARILLO | 5,000 | .13 |
| 57 | BUFFALO | 5,000 | .13 |
| 59 | ABILENE-SWEETWATER | 4,800 | .13 |
| 59 | RENO | 4,800 | .13 |
| 61 | WICHITA-HUTCHINSON | 4,200 | .11 |
| 62 | TOLEDO | 4,100 | .11 |
| 63 | LANSING | 3,600 | .09 |
| 64 | WICHITA FALLS-LAWTON | 3,500 | .09 |
| 65 | TULSA | 3,300 | .09 |
| 66 | OMAHA | 3,200 | .08 |
| 67 | BOISE | 3,100 | .08 |
| 68 | ALBANY-SCHENECTADY-TROY | 3,000 | .08 |
| 69 | BEAUMONT-PORT ARTHUR | 2,900 | .08 |
| 70 | INDIANAPOLIS | 2,800 | .07 |
| 71 | COLUMBUS, OH | 2,700 | .07 |
| 71 | PITTSBURGH | 2,700 | .07 |
| 73 | CHARLOTTE | 2,600 | .07 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 2,400 | .06 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 2,300 | .06 |
| 75 | RICHMOND | 2,300 | .06 |
| 77 | MOBILE-PENSACOLA | 2,200 | .06 |
| 78 | RALEIGH-DURHAM | 2,100 | .06 |
| 79 | CINCINNATI | 2,000 | .05 |
| 80 | NASHVILLE | 1,900 | .05 |
| 81 | ROCKFORD | 1,800 | .05 |
| 82 | BATON ROUGE | 1,700 | .04 |
| 83 | FT. WAYNE | 1,600 | .04 |
| 83 | GRAND JUNCTION-DURANGO | 1,600 | .04 |
| 83 | GREENSBORO-WINSTON SALEM-HIGH POINT | 1,600 | .04 |
| 83 | IDAHO FALLS-POCATELLO | 1,600 | .04 |
| 83 | MEMPHIS | 1,600 | .04 |
| 83 | SOUTH BEND-ELKHART | 1,600 | .04 |
| 83 | SPOKANE | 1,600 | .04 |
| 83 | SYRACUSE | 1,600 | .04 |
| 91 | CHARLESTON, SC | 1,500 | .04 |
| 91 | DAYTON | 1,500 | .04 |
| 91 | DES MOINES | 1,500 | .04 |
| 91 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,500 | .04 |
| 91 | TOPEKA | 1,500 | .04 |
| 91 | YOUNGSTOWN | 1,500 | .04 |
| 97 | COLUMBUS, GA | 1,400 | .04 |
| 97 | EUGENE | 1,400 | .04 |
| 97 | SHREVEPORT-TEXARKANA | 1,400 | .04 |
| 100 | AUGUSTA | 1,300 | .03 |
| 100 | COLUMBIA, SC | 1,300 | .03 |
| 100 | TALLAHASSEE-THOMASVILLE | 1,300 | .03 |
| 103 | LINCOLN-HASTINGS-KEARNEY | 1,200 | .03 |
| 103 | LOUISVILLE | 1,200 | .03 |
| 105 | LITTLE ROCK | 1,100 | .03 |
| 105 | MADISON | 1,100 | .03 |
| 105 | MEDFORD | 1,100 | .03 |
| 105 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,100 | .03 |
| 109 | BIRMINGHAM | 900 | .02 |
| 109 | EUREKA | 900 | .02 |
| 109 | FT. SMITH | 900 | .02 |
| 109 | HUNTSVILLE-DECATUR-FLORENCE | 900 | .02 |
| 113 | BILOXI-GULFPORT-PASCAGOULA | 800 | .02 |
| 113 | KNOXVILLE | 800 | .02 |
| 113 | LEXINGTON | 800 | .02 |
| 113 | PEORIA-BLOOMINGTON | 800 | .02 |
| 117 | WILKES BARRE-SCRANTON | 700 | .02 |
| 118 | BINGHAMTON | 600 | .02 |
| 118 | CHATTANOOGA | 600 | .02 |
| 118 | ERIE | 600 | .02 |
| 118 | MACON | 600 | .02 |
| 118 | ROANOKE-LYNCHBURG | 600 | .02 |
| 118 | SAVANNAH | 600 | .02 |
| 118 | SIOUX CITY | 600 | .02 |
| 125 | BILLINGS-HARDIN | 500 | .01 |
| 125 | BURLINGTON-PLATTSBURGH | 500 | .01 |
| 125 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 500 | .01 |
| 125 | GREENVILLE-NEW BERN-WASHINGTON | 500 | .01 |
| 125 | LAFAYETTE, LA | 500 | .01 |
| 125 | MONTGOMERY-SELMA | 500 | .01 |
| 125 | PANAMA CITY | 500 | .01 |
| 125 | PORTLAND-POLAND SPRING | 500 | .01 |
| 133 | COLUMBIA-JEFFERSON CITY | 400 | .01 |
| 133 | GREEN BAY-APPLETON | 400 | .01 |
| 133 | JACKSON, MS | 400 | .01 |
| 133 | JOHNSTOWN-ALTOONA | 400 | .01 |
| 133 | JOPLIN-PITTSBURG | 400 | .01 |
| 133 | MISSOULA | 400 | .01 |
| 133 | SPRINGFIELD, MO | 400 | .01 |
| 133 | WATERTOWN-CARTHAGE | 400 | .01 |
| 141 | EVANSVILLE | 300 | .01 |
| 141 | FARGO | 300 | .01 |
| 141 | MONROE-EL DORADO | 300 | .01 |
| 141 | WHEELING-STEUBENVILLE | 300 | .01 |
| 141 | WILMINGTON | 300 | .01 |
| 146 | BANGOR | 200 | .01 |
| 146 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 200 | .01 |
| 146 | CHARLESTON-HUNTINGTON | 200 | .01 |
| 146 | DULUTH-SUPERIOR | 200 | .01 |
| 146 | GREAT FALLS | 200 | .01 |
| 146 | SIOUX FALLS-MITCHELL | 200 | .01 |
| 146 | TERRE HAUTE | 200 | .01 |
| 153 | ALBANY, GA | 100 | - |
| 153 | QUINCY-HANNIBAL | 100 | - |
| 153 | TRAVERSE CITY-CADILLAC | 100 | - |
| 153 | WAUSAU-RHINELANDER | 100 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL MEN TOTAL

US TOTAL 60,012,000

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 5,564,200 | 9.27 |
| 2 | LOS ANGELES | 4,144,500 | 6.91 |
| 3 | CHICAGO | 2,750,200 | 4.58 |
| 4 | PHILADELPHIA | 1,717,400 | 2.86 |
| 5 | WASHINGTON, DC | 1,480,900 | 2.47 |
| 6 | DETROIT | 1,468,500 | 2.45 |
| 7 | DALLAS-FT. WORTH | 1,445,600 | 2.41 |
| 8 | BOSTON | 1,381,800 | 2.30 |
| 9 | SAN FRANCISCO-OAKLAND-SAN JOSE | 1,354,600 | 2.26 |
| 10 | HOUSTON | 1,310,400 | 2.18 |
| 11 | ATLANTA | 1,055,500 | 1.76 |
| 12 | SAN DIEGO | 982,400 | 1.64 |
| 13 | SEATTLE-TACOMA | 948,300 | 1.58 |
| 14 | MINNEAPOLIS-ST. PAUL | 893,400 | 1.49 |
| 15 | BALTIMORE | 857,100 | 1.43 |
| 16 | ST. LOUIS | 838,800 | 1.40 |
| 17 | SACRAMENTO-STOCKTON | 824,600 | 1.37 |
| 18 | TAMPA-ST. PETERSBURG | 792,800 | 1.32 |
| 19 | PHOENIX | 782,000 | 1.30 |
| 20 | PITTSBURGH | 739,100 | 1.23 |
| 21 | ORLANDO-DAYTONA BEACH-MELBOURNE | 721,700 | 1.20 |
| 22 | CLEVELAND | 720,300 | 1.20 |
| 23 | MIAMI-FT. LAUDERDALE | 700,200 | 1.17 |
| 24 | DENVER | 668,600 | 1.11 |
| 25 | HARTFORD-NEW HAVEN | 600,000 | 1.00 |
| 26 | PORTLAND, OR | 582,500 | .97 |
| 27 | KANSAS CITY | 554,200 | .92 |
| 28 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 531,500 | .89 |
| 29 | HARRISBURG-YORK-LANCASTER-LEBANON | 511,800 | .85 |
| 30 | PROVIDENCE-NEW BEDFORD | 509,400 | .85 |
| 31 | COLUMBUS, OH | 498,300 | .83 |
| 32 | CINCINNATI | 495,200 | .83 |
| 33 | MILWAUKEE | 494,600 | .82 |
| 34 | INDIANAPOLIS | 475,100 | .79 |
| 35 | SAN ANTONIO | 449,700 | .75 |
| 36 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 448,700 | .75 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 436,300 | .73 |
| 38 | SALT LAKE CITY | 427,500 | .71 |
| 39 | CHARLOTTE | 425,400 | .71 |
| 40 | BUFFALO | 415,800 | .69 |
| 41 | NEW ORLEANS | 408,200 | .68 |
| 42 | GREENVILLE-SPARTANBURG-ASHEVILLE | 385,300 | .64 |
| 43 | NASHVILLE | 356,300 | .59 |
| 44 | DAYTON | 347,500 | .58 |
| 45 | JACKSONVILLE | 343,200 | .57 |
| 46 | GREENSBORO-WINSTON SALEM-HIGH POINT | 342,700 | .57 |
| 47 | ROCHESTER, NY | 337,800 | .56 |
| 48 | OKLAHOMA CITY | 335,300 | .56 |
| 49 | MEMPHIS | 332,600 | .55 |
| 50 | LOUISVILLE | 329,500 | .55 |
| 51 | ALBANY-SCHENECTADY-TROY | 317,600 | .53 |
| 52 | BIRMINGHAM | 312,700 | .52 |
| 53 | RICHMOND | 310,600 | .52 |
| 54 | LAS VEGAS | 301,000 | .50 |
| 55 | FLINT-SAGINAW-BAY CITY | 300,900 | .50 |
| 56 | AUSTIN, TX | 298,000 | .50 |
| 57 | MOBILE-PENSACOLA | 284,700 | .47 |
| 58 | RALEIGH-DURHAM | 278,900 | .46 |
| 59 | TULSA | 257,800 | .43 |
| 60 | TUCSON | 254,000 | .42 |
| 61 | ALBUQUERQUE | 248,600 | .41 |
| 62 | SYRACUSE | 231,200 | .39 |
| 63 | FRESNO-VISALIA | 225,900 | .38 |
| 64 | WILKES BARRE-SCRANTON | 225,700 | .38 |
| 65 | TOLEDO | 224,500 | .37 |
| 66 | KNOXVILLE | 220,800 | .37 |
| 67 | SALINAS-MONTEREY | 220,100 | .37 |
| 68 | SPRINGFIELD, MA | 212,300 | .35 |
| 69 | OMAHA | 212,200 | .35 |
| 70 | LANSING | 209,200 | .35 |
| 71 | LITTLE ROCK | 205,800 | .34 |
| 72 | SPRINGFIELD-DECATUR-CHAMPAIGN | 199,600 | .33 |
| 73 | MCALLEN-BROWNSVILLE: LRGV | 196,400 | .33 |
| 74 | EL PASO | 194,500 | .32 |
| 75 | CHARLESTON-HUNTINGTON | 194,100 | .32 |
| 76 | WICHITA-HUTCHINSON | 192,300 | .32 |
| 77 | COLORADO SPRINGS-PUEBLO | 189,500 | .32 |
| 78 | CHARLESTON, SC | 185,700 | .31 |
| 79 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 180,300 | .30 |
| 80 | BATON ROUGE | 176,400 | .29 |
| 81 | DES MOINES | 168,000 | .28 |
| 82 | YOUNGSTOWN | 167,900 | .28 |
| 83 | SHREVEPORT-TEXARKANA | 166,700 | .28 |
| 84 | WACO-TEMPLE-BRYAN | 164,300 | .27 |
| 85 | COLUMBIA, SC | 164,100 | .27 |
| 86 | BAKERSFIELD | 163,800 | .27 |
| 87 | PEORIA-BLOOMINGTON | 160,900 | .27 |
| 88 | ROANOKE-LYNCHBURG | 156,200 | .26 |
| 89 | FT. WAYNE | 155,500 | .26 |
| 90 | FT. SMITH | 154,100 | .26 |
| 91 | SOUTH BEND-ELKHART | 153,900 | .26 |
| 92 | CHATTANOOGA | 152,400 | .25 |
| 93 | SPOKANE | 148,100 | .25 |
| 94 | LEXINGTON | 147,100 | .25 |
| 95 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 146,100 | .24 |
| 96 | HUNTSVILLE-DECATUR-FLORENCE | 146,000 | .24 |
| 97 | CHICO-REDDING | 145,000 | .24 |
| 98 | AUGUSTA | 137,800 | .23 |
| 99 | MADISON | 137,600 | .23 |
| 100 | JACKSON, MS | 131,200 | .22 |
| 101 | JOHNSTOWN-ALTOONA | 128,100 | .21 |
| 102 | PORTLAND-POLAND SPRING | 124,600 | .21 |
| 103 | BEAUMONT-PORT ARTHUR | 121,100 | .20 |
| 104 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 119,300 | .20 |
| 105 | LINCOLN-HASTINGS-KEARNEY | 119,100 | .20 |
| 106 | GREEN BAY-APPLETON | 118,300 | .20 |
| 107 | CORPUS CHRISTI | 115,300 | .19 |
| 107 | ROCKFORD | 115,300 | .19 |
| 109 | MONTGOMERY-SELMA | 113,700 | .19 |
| 110 | BURLINGTON-PLATTSBURGH | 111,600 | .19 |
| 111 | GREENVILLE-NEW BERN-WASHINGTON | 110,500 | .18 |
| 112 | TALLAHASSEE-THOMASVILLE | 109,900 | .18 |
| 113 | EVANSVILLE | 106,700 | .18 |
| 114 | TYLER-LONGVIEW-JACKSONVILLE | 102,800 | .17 |
| 115 | BOISE | 101,400 | .17 |
| 116 | RENO | 100,600 | .17 |
| 117 | EUGENE | 99,800 | .17 |
| 118 | MACON | 99,600 | .17 |
| 119 | BILOXI-GULFPORT-PASCAGOULA | 97,700 | .16 |
| 120 | DULUTH-SUPERIOR | 94,600 | .16 |
| 121 | ERIE | 94,400 | .16 |
| 122 | SAVANNAH | 94,200 | .16 |
| 123 | BINGHAMTON | 93,600 | .16 |
| 124 | WHEELING-STEUBENVILLE | 91,900 | .15 |
| 125 | WICHITA FALLS-LAWTON | 90,600 | .15 |
| 126 | COLUMBUS, GA | 87,000 | .14 |
| 126 | SPRINGFIELD, MO | 87,000 | .14 |
| 128 | LUBBOCK | 79,700 | .13 |
| 129 | ODESSA-MIDLAND | 77,500 | .13 |
| 130 | MONROE-EL DORADO | 67,500 | .11 |
| 131 | COLUMBIA-JEFFERSON CITY | 65,700 | .11 |
| 132 | AMARILLO | 63,800 | .11 |
| 133 | WILMINGTON | 63,600 | .11 |
| 134 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 62,400 | .10 |
| 135 | WAUSAU-RHINELANDER | 61,800 | .10 |
| 136 | TOPEKA | 61,500 | .10 |
| 137 | FARGO | 60,800 | .10 |
| 138 | JOPLIN-PITTSBURG | 59,400 | .10 |
| 139 | TERRE HAUTE | 58,700 | .10 |
| 140 | ABILENE-SWEETWATER | 56,300 | .09 |
| 141 | IDAHO FALLS-POCATELLO | 56,200 | .09 |
| 142 | LAFAYETTE, LA | 54,500 | .09 |
| 143 | BANGOR | 52,900 | .09 |
| 144 | SIOUX FALLS-MITCHELL | 52,400 | .09 |
| 145 | MEDFORD | 52,200 | .09 |
| 146 | PANAMA CITY | 47,500 | .08 |
| 147 | MISSOULA | 43,400 | .07 |
| 148 | WATERTOWN-CARTHAGE | 42,900 | .07 |
| 149 | EUREKA | 42,600 | .07 |
| 150 | SIOUX CITY | 38,700 | .06 |
| 151 | BILLINGS-HARDIN | 38,200 | .06 |
| 152 | ALBANY, GA | 35,500 | .06 |
| 153 | GRAND JUNCTION-DURANGO | 32,300 | .05 |
| 154 | TRAVERSE CITY-CADILLAC | 31,700 | .05 |
| 155 | QUINCY-HANNIBAL | 31,500 | .05 |
| 156 | GREAT FALLS | 26,800 | .04 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK MEN TOTAL

US TOTAL 7,106,300

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 892,300 | 12.56 |
| 2 | CHICAGO | 453,100 | 6.38 |
| 3 | WASHINGTON, DC | 353,500 | 4.97 |
| 4 | LOS ANGELES | 319,700 | 4.50 |
| 5 | PHILADELPHIA | 290,600 | 4.09 |
| 6 | DETROIT | 282,500 | 3.98 |
| 7 | ATLANTA | 241,400 | 3.40 |
| 8 | HOUSTON | 206,300 | 2.90 |
| 9 | BALTIMORE | 199,700 | 2.81 |
| 10 | DALLAS-FT. WORTH | 175,200 | 2.47 |
| 11 | SAN FRANCISCO-OAKLAND-SAN JOSE | 138,900 | 1.95 |
| 12 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 132,700 | 1.87 |
| 13 | NEW ORLEANS | 121,100 | 1.70 |
| 13 | ST. LOUIS | 121,100 | 1.70 |
| 15 | MEMPHIS | 116,000 | 1.63 |
| 15 | MIAMI-FT. LAUDERDALE | 116,000 | 1.63 |
| 17 | CLEVELAND | 111,300 | 1.57 |
| 18 | RICHMOND | 82,000 | 1.15 |
| 19 | BIRMINGHAM | 73,500 | 1.03 |
| 20 | CHARLOTTE | 72,300 | 1.02 |
| 21 | BOSTON | 71,800 | 1.01 |
| 22 | ORLANDO-DAYTONA BEACH-MELBOURNE | 62,200 | .88 |
| 23 | KANSAS CITY | 61,600 | .87 |
| 24 | RALEIGH-DURHAM | 61,500 | .87 |
| 25 | SAN DIEGO | 59,900 | .84 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 58,400 | .82 |
| 27 | JACKSONVILLE | 56,900 | .80 |
| 28 | CINCINNATI | 55,600 | .78 |
| 29 | TAMPA-ST. PETERSBURG | 55,000 | .77 |
| 30 | COLUMBUS, OH | 54,200 | .76 |
| 31 | INDIANAPOLIS | 52,900 | .74 |
| 32 | PITTSBURGH | 52,500 | .74 |
| 33 | MILWAUKEE | 52,200 | .73 |
| 34 | HARTFORD-NEW HAVEN | 52,000 | .73 |
| 34 | MOBILE-PENSACOLA | 52,000 | .73 |
| 36 | JACKSON, MS | 49,100 | .69 |
| 37 | CHARLESTON, SC | 48,000 | .68 |
| 38 | GREENVILLE-SPARTANBURG-ASHEVILLE | 47,800 | .67 |
| 39 | NASHVILLE | 47,700 | .67 |
| 40 | BATON ROUGE | 45,500 | .64 |
| 41 | SACRAMENTO-STOCKTON | 44,900 | .63 |
| 42 | COLUMBIA, SC | 44,700 | .63 |
| 43 | SEATTLE-TACOMA | 44,100 | .62 |
| 44 | SHREVEPORT-TEXARKANA | 43,700 | .61 |
| 44 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 43,700 | .61 |
| 46 | LITTLE ROCK | 39,700 | .56 |
| 47 | DAYTON | 38,500 | .54 |
| 48 | MONTGOMERY-SELMA | 38,400 | .54 |
| 49 | AUGUSTA | 37,500 | .53 |
| 50 | BUFFALO | 37,200 | .52 |
| 51 | LOUISVILLE | 36,700 | .52 |
| 52 | FLINT-SAGINAW-BAY CITY | 34,200 | .48 |
| 53 | DENVER | 32,500 | .46 |
| 54 | OKLAHOMA CITY | 31,500 | .44 |
| 55 | GREENVILLE-NEW BERN-WASHINGTON | 30,500 | .43 |
| 56 | MACON | 30,100 | .42 |
| 57 | MINNEAPOLIS-ST. PAUL | 29,600 | .42 |
| 58 | SAN ANTONIO | 28,800 | .41 |
| 59 | COLUMBUS, GA | 28,500 | .40 |
| 59 | SAVANNAH | 28,500 | .40 |
| 61 | WACO-TEMPLE-BRYAN | 27,800 | .39 |
| 62 | TALLAHASSEE-THOMASVILLE | 27,600 | .39 |
| 63 | ROCHESTER, NY | 26,200 | .37 |
| 64 | BEAUMONT-PORT ARTHUR | 24,900 | .35 |
| 65 | PHOENIX | 24,100 | .34 |
| 66 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 24,000 | .34 |
| 67 | AUSTIN, TX | 23,800 | .33 |
| 67 | LAS VEGAS | 23,800 | .33 |
| 69 | HUNTSVILLE-DECATUR-FLORENCE | 21,600 | .30 |
| 70 | ROANOKE-LYNCHBURG | 20,900 | .29 |
| 71 | TOLEDO | 20,300 | .29 |
| 72 | HARRISBURG-YORK-LANCASTER-LEBANON | 19,400 | .27 |
| 73 | TYLER-LONGVIEW-JACKSONVILLE | 17,900 | .25 |
| 74 | TULSA | 17,300 | .24 |
| 75 | CHATTANOOGA | 16,900 | .24 |
| 76 | MONROE-EL DORADO | 16,800 | .24 |
| 77 | BILOXI-GULFPORT-PASCAGOULA | 16,200 | .23 |
| 78 | LANSING | 16,100 | .23 |
| 79 | SPRINGFIELD-DECATUR-CHAMPAIGN | 15,600 | .22 |
| 80 | YOUNGSTOWN | 15,300 | .22 |
| 81 | OMAHA | 15,200 | .21 |
| 82 | PORTLAND, OR | 14,500 | .20 |
| 83 | ALBANY, GA | 14,300 | .20 |
| 84 | ALBANY-SCHENECTADY-TROY | 14,200 | .20 |
| 85 | PROVIDENCE-NEW BEDFORD | 12,700 | .18 |
| 86 | LEXINGTON | 12,500 | .18 |
| 87 | WICHITA-HUTCHINSON | 11,800 | .17 |
| 88 | COLORADO SPRINGS-PUEBLO | 11,500 | .16 |
| 88 | SYRACUSE | 11,500 | .16 |
| 90 | KNOXVILLE | 11,100 | .16 |
| 91 | WICHITA FALLS-LAWTON | 11,000 | .15 |
| 92 | SALINAS-MONTEREY | 10,800 | .15 |
| 93 | LAFAYETTE, LA | 10,700 | .15 |
| 94 | SPRINGFIELD, MA | 10,500 | .15 |
| 95 | WILMINGTON | 10,000 | .14 |
| 96 | FRESNO-VISALIA | 9,700 | .14 |
| 97 | BAKERSFIELD | 9,100 | .13 |
| 98 | SOUTH BEND-ELKHART | 8,900 | .13 |
| 99 | FT. WAYNE | 8,600 | .12 |
| 100 | EL PASO | 8,500 | .12 |
| 101 | PEORIA-BLOOMINGTON | 8,400 | .12 |
| 102 | TUCSON | 7,600 | .11 |
| 103 | ROCKFORD | 7,400 | .10 |
| 104 | CHARLESTON-HUNTINGTON | 6,800 | .10 |
| 105 | COLUMBIA-JEFFERSON CITY | 5,500 | .08 |
| 106 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 5,400 | .08 |
| 106 | DES MOINES | 5,400 | .08 |
| 108 | ALBUQUERQUE | 5,200 | .07 |
| 108 | LUBBOCK | 5,200 | .07 |
| 110 | EVANSVILLE | 4,800 | .07 |
| 111 | SALT LAKE CITY | 4,300 | .06 |
| 112 | TOPEKA | 4,200 | .06 |
| 113 | BURLINGTON-PLATTSBURGH | 4,000 | .06 |
| 113 | PANAMA CITY | 4,000 | .06 |
| 115 | CORPUS CHRISTI | 3,900 | .05 |
| 115 | ERIE | 3,900 | .05 |
| 115 | ODESSA-MIDLAND | 3,900 | .05 |
| 115 | WATERTOWN-CARTHAGE | 3,900 | .05 |
| 119 | MADISON | 3,600 | .05 |
| 120 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 3,500 | .05 |
| 121 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 3,300 | .05 |
| 121 | WILKES BARRE-SCRANTON | 3,300 | .05 |
| 123 | FT. SMITH | 3,200 | .05 |
| 124 | AMARILLO | 2,900 | .04 |
| 125 | ABILENE-SWEETWATER | 2,800 | .04 |
| 126 | TERRE HAUTE | 2,500 | .04 |
| 127 | WHEELING-STEUBENVILLE | 2,400 | .03 |
| 128 | RENO | 2,200 | .03 |
| 129 | LINCOLN-HASTINGS-KEARNEY | 2,100 | .03 |
| 130 | JOHNSTOWN-ALTOONA | 2,000 | .03 |
| 130 | SPOKANE | 2,000 | .03 |
| 132 | BINGHAMTON | 1,500 | .02 |
| 132 | CHICO-REDDING | 1,500 | .02 |
| 132 | SPRINGFIELD, MO | 1,500 | .02 |
| 135 | EUGENE | 800 | .01 |
| 135 | PORTLAND-POLAND SPRING | 800 | .01 |
| 135 | QUINCY-HANNIBAL | 800 | .01 |
| 135 | SIOUX CITY | 800 | .01 |
| 139 | JOPLIN-PITTSBURG | 700 | .01 |
| 140 | DULUTH-SUPERIOR | 600 | .01 |
| 140 | GREEN BAY-APPLETON | 600 | .01 |
| 140 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 600 | .01 |
| 143 | BOISE | 500 | .01 |
| 144 | EUREKA | 400 | .01 |
| 144 | GREAT FALLS | 400 | .01 |
| 144 | MCALLEN-BROWNSVILLE: LRGV | 400 | .01 |
| 147 | BANGOR | 300 | - |
| 147 | SIOUX FALLS-MITCHELL | 300 | - |
| 149 | BILLINGS-HARDIN | 200 | - |
| 149 | FARGO | 200 | - |
| 149 | IDAHO FALLS-POCATELLO | 200 | - |
| 149 | TRAVERSE CITY-CADILLAC | 200 | - |
| 149 | WAUSAU-RHINELANDER | 200 | - |
| 154 | GRAND JUNCTION-DURANGO | 100 | - |
| 154 | MEDFORD | 100 | - |
| 154 | MISSOULA | 100 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC MEN TOTAL

US TOTAL 6,146,400

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,386,200 | 22.55 |
| 2 | NEW YORK | 907,100 | 14.76 |
| 3 | MIAMI-FT.LAUDERDALE | 370,200 | 6.02 |
| 4 | CHICAGO | 313,200 | 5.10 |
| 5 | HOUSTON | 270,200 | 4.40 |
| 6 | SAN ANTONIO | 197,300 | 3.21 |
| 7 | DALLAS-FT. WORTH | 194,700 | 3.17 |
| 8 | SAN DIEGO | 182,700 | 2.97 |
| 9 | SAN FRANCISCO-OAKLAND-SAN JOSE | 179,000 | 2.91 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 156,900 | 2.55 |
| 11 | SACRAMENTO-STOCKTON | 126,200 | 2.05 |
| 12 | EL PASO | 124,500 | 2.03 |
| 13 | PHOENIX | 112,800 | 1.84 |
| 14 | WASHINGTON, DC | 92,300 | 1.50 |
| 15 | ALBUQUERQUE | 90,300 | 1.47 |
| 16 | FRESNO-VISALIA | 79,000 | 1.29 |
| 17 | DENVER | 74,400 | 1.21 |
| 18 | BOSTON | 64,900 | 1.06 |
| 19 | SALINAS-MONTEREY | 58,600 | .95 |
| 19 | TUCSON | 58,600 | .95 |
| 21 | PHILADELPHIA | 58,200 | .95 |
| 22 | CORPUS CHRISTI | 56,100 | .91 |
| 23 | AUSTIN, TX | 55,700 | .91 |
| 24 | TAMPA-ST.PETERSBURG | 53,900 | .88 |
| 25 | BAKERSFIELD | 48,000 | .78 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 47,900 | .78 |
| 27 | HARTFORD-NEW HAVEN | 38,700 | .63 |
| 28 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 33,000 | .54 |
| 29 | LAS VEGAS | 32,600 | .53 |
| 30 | DETROIT | 27,200 | .44 |
| 31 | SEATTLE-TACOMA | 27,000 | .44 |
| 32 | COLORADO SPRINGS-PUEBLO | 25,700 | .42 |
| 33 | ATLANTA | 25,200 | .41 |
| 34 | PORTLAND, OR | 24,900 | .41 |
| 35 | SALT LAKE CITY | 23,200 | .38 |
| 36 | PROVIDENCE-NEW BEDFORD | 19,600 | .32 |
| 37 | WACO-TEMPLE-BRYAN | 19,100 | .31 |
| 38 | ODESSA-MIDLAND | 19,000 | .31 |
| 39 | NEW ORLEANS | 18,100 | .29 |
| 40 | LUBBOCK | 16,200 | .26 |
| 41 | KANSAS CITY | 16,000 | .26 |
| 41 | MILWAUKEE | 16,000 | .26 |
| 43 | CLEVELAND | 15,200 | .25 |
| 44 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 14,300 | .23 |
| 45 | SPRINGFIELD, MA | 13,500 | .22 |
| 46 | MINNEAPOLIS-ST. PAUL | 12,600 | .20 |
| 47 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 12,200 | .20 |
| 48 | OKLAHOMA CITY | 11,600 | .19 |
| 49 | BALTIMORE | 11,400 | .19 |
| 50 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 11,300 | .18 |
| 51 | CHICO-REDDING | 10,400 | .17 |
| 51 | HARRISBURG-YORK-LANCASTER-LEBANON | 10,400 | .17 |
| 53 | RENO | 9,500 | .15 |
| 54 | ROCHESTER, NY | 9,400 | .15 |
| 55 | ST. LOUIS | 9,100 | .15 |
| 56 | JACKSONVILLE | 8,600 | .14 |
| 57 | AMARILLO | 8,100 | .13 |
| 58 | FLINT-SAGINAW-BAY CITY | 8,000 | .13 |
| 59 | BUFFALO | 7,900 | .13 |
| 60 | ABILENE-SWEETWATER | 7,700 | .13 |
| 61 | WICHITA-HUTCHINSON | 7,100 | .12 |
| 62 | TOLEDO | 6,600 | .11 |
| 63 | ALBANY-SCHENECTADY-TROY | 6,400 | .10 |
| 64 | WICHITA FALLS-LAWTON | 6,300 | .10 |
| 65 | LANSING | 6,200 | .10 |
| 65 | TYLER-LONGVIEW-JACKSONVILLE | 6,200 | .10 |
| 67 | BOISE | 5,800 | .09 |
| 68 | OMAHA | 5,700 | .09 |
| 69 | BEAUMONT-PORT ARTHUR | 5,200 | .08 |
| 70 | TULSA | 5,100 | .08 |
| 71 | INDIANAPOLIS | 4,500 | .07 |
| 72 | CHARLOTTE | 4,400 | .07 |
| 73 | PITTSBURGH | 4,300 | .07 |
| 74 | COLUMBUS, OH | 4,200 | .07 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,900 | .06 |
| 75 | RICHMOND | 3,900 | .06 |
| 77 | RALEIGH-DURHAM | 3,800 | .06 |
| 78 | MOBILE-PENSACOLA | 3,700 | .06 |
| 79 | MEMPHIS | 3,300 | .05 |
| 79 | ROCKFORD | 3,300 | .05 |
| 81 | COLUMBUS, GA | 3,100 | .05 |
| 81 | IDAHO FALLS-POCATELLO | 3,100 | .05 |
| 81 | SOUTH BEND-ELKHART | 3,100 | .05 |
| 81 | SYRACUSE | 3,100 | .05 |
| 81 | TALLAHASSEE-THOMASVILLE | 3,100 | .05 |
| 86 | GREENSBORO-WINSTON SALEM-HIGH POINT | 3,000 | .05 |
| 87 | CHARLESTON, SC | 2,900 | .05 |
| 88 | GREENVILLE-SPARTANBURG-ASHEVILLE | 2,800 | .05 |
| 88 | NASHVILLE | 2,800 | .05 |
| 90 | BATON ROUGE | 2,700 | .04 |
| 90 | CINCINNATI | 2,700 | .04 |
| 90 | LINCOLN-HASTINGS-KEARNEY | 2,700 | .04 |
| 90 | SPRINGFIELD-DECATUR-CHAMPAIGN | 2,700 | .04 |
| 90 | TOPEKA | 2,700 | .04 |
| 95 | BURLINGTON-PLATTSBURGH | 2,600 | .04 |
| 95 | DAYTON | 2,600 | .04 |
| 95 | SPOKANE | 2,600 | .04 |
| 98 | DES MOINES | 2,500 | .04 |
| 99 | GRAND JUNCTION-DURANGO | 2,400 | .04 |
| 99 | SHREVEPORT-TEXARKANA | 2,400 | .04 |
| 101 | EUGENE | 2,300 | .04 |
| 102 | FT. WAYNE | 2,200 | .04 |
| 102 | YOUNGSTOWN | 2,200 | .04 |
| 104 | COLUMBIA, SC | 2,100 | .03 |
| 104 | LOUISVILLE | 2,100 | .03 |
| 104 | MADISON | 2,100 | .03 |
| 107 | AUGUSTA | 2,000 | .03 |
| 107 | FT. SMITH | 2,000 | .03 |
| 107 | MEDFORD | 2,000 | .03 |
| 110 | WATERTOWN-CARTHAGE | 1,900 | .03 |
| 111 | PEORIA-BLOOMINGTON | 1,800 | .03 |
| 112 | EUREKA | 1,700 | .03 |
| 113 | GREENVILLE-NEW BERN-WASHINGTON | 1,500 | .02 |
| 113 | LITTLE ROCK | 1,500 | .02 |
| 113 | SIOUX CITY | 1,500 | .02 |
| 113 | WILKES BARRE-SCRANTON | 1,500 | .02 |
| 117 | BILOXI-GULFPORT-PASCAGOULA | 1,400 | .02 |
| 117 | HUNTSVILLE-DECATUR-FLORENCE | 1,400 | .02 |
| 119 | LEXINGTON | 1,300 | .02 |
| 120 | BIRMINGHAM | 1,200 | .02 |
| 120 | SAVANNAH | 1,200 | .02 |
| 122 | ERIE | 1,100 | .02 |
| 122 | KNOXVILLE | 1,100 | .02 |
| 122 | MACON | 1,100 | .02 |
| 125 | BILLINGS-HARDIN | 1,000 | .02 |
| 125 | BINGHAMTON | 1,000 | .02 |
| 125 | ROANOKE-LYNCHBURG | 1,000 | .02 |
| 128 | CHARLESTON-HUNTINGTON | 900 | .01 |
| 128 | CHATTANOOGA | 900 | .01 |
| 130 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 800 | .01 |
| 130 | LAFAYETTE, LA | 800 | .01 |
| 130 | MONTGOMERY-SELMA | 800 | .01 |
| 130 | PANAMA CITY | 800 | .01 |
| 130 | PORTLAND-POLAND SPRING | 800 | .01 |
| 135 | EVANSVILLE | 700 | .01 |
| 135 | FARGO | 700 | .01 |
| 135 | GREEN BAY-APPLETON | 700 | .01 |
| 135 | JACKSON, MS | 700 | .01 |
| 135 | SPRINGFIELD, MO | 700 | .01 |
| 140 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 600 | .01 |
| 140 | COLUMBIA-JEFFERSON CITY | 600 | .01 |
| 140 | JOHNSTOWN-ALTOONA | 600 | .01 |
| 140 | TERRE HAUTE | 600 | .01 |
| 144 | MISSOULA | 500 | .01 |
| 144 | MONROE-EL DORADO | 500 | .01 |
| 144 | WHEELING-STEUBENVILLE | 500 | .01 |
| 147 | DULUTH-SUPERIOR | 400 | .01 |
| 147 | GREAT FALLS | 400 | .01 |
| 147 | WILMINGTON | 400 | .01 |
| 150 | ALBANY, GA | 300 | - |
| 150 | BANGOR | 300 | - |
| 150 | JOPLIN-PITTSBURG | 300 | - |
| 150 | TRAVERSE CITY-CADILLAC | 300 | - |
| 154 | SIOUX FALLS-MITCHELL | 200 | - |
| 154 | WAUSAU-RHINELANDER | 200 | - |
| 156 | QUINCY-HANNIBAL | 100 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL MEN 18-49

US TOTAL 41,852,000

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 3,751,500 | 8.96 |
| 2 | LOS ANGELES | 3,069,500 | 7.33 |
| 3 | CHICAGO | 1,920,800 | 4.59 |
| 4 | PHILADELPHIA | 1,151,400 | 2.75 |
| 5 | WASHINGTON, DC | 1,102,400 | 2.63 |
| 6 | DALLAS-FT. WORTH | 1,096,600 | 2.62 |
| 7 | DETROIT | 1,002,600 | 2.40 |
| 8 | HOUSTON | 995,400 | 2.38 |
| 9 | BOSTON | 968,100 | 2.31 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 960,100 | 2.29 |
| 11 | ATLANTA | 802,600 | 1.92 |
| 12 | SAN DIEGO | 730,500 | 1.75 |
| 13 | SEATTLE-TACOMA | 684,900 | 1.64 |
| 14 | MINNEAPOLIS-ST. PAUL | 656,400 | 1.57 |
| 15 | BALTIMORE | 597,800 | 1.43 |
| 16 | SACRAMENTO-STOCKTON | 583,500 | 1.39 |
| 17 | ST. LOUIS | 565,400 | 1.35 |
| 18 | PHOENIX | 544,300 | 1.30 |
| 19 | DENVER | 493,700 | 1.18 |
| 20 | ORLANDO-DAYTONA BEACH-MELBOURNE | 476,900 | 1.14 |
| 21 | CLEVELAND | 466,800 | 1.12 |
| 22 | TAMPA-ST. PETERSBURG | 457,800 | 1.09 |
| 23 | MIAMI-FT. LAUDERDALE | 454,500 | 1.09 |
| 24 | PITTSBURGH | 453,500 | 1.08 |
| 25 | PORTLAND, OR | 408,600 | .98 |
| 26 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 403,300 | .96 |
| 27 | HARTFORD-NEW HAVEN | 402,000 | .96 |
| 28 | KANSAS CITY | 384,700 | .92 |
| 29 | COLUMBUS, OH | 362,600 | .87 |
| 30 | HARRISBURG-YORK-LANCASTER-LEBANON | 340,400 | .81 |
| 31 | CINCINNATI | 340,300 | .81 |
| 32 | PROVIDENCE-NEW BEDFORD | 340,200 | .81 |
| 33 | MILWAUKEE | 336,500 | .80 |
| 34 | INDIANAPOLIS | 336,000 | .80 |
| 35 | SAN ANTONIO | 320,300 | .77 |
| 36 | SALT LAKE CITY | 315,600 | .75 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 306,100 | .73 |
| 38 | CHARLOTTE | 301,100 | .72 |
| 39 | NEW ORLEANS | 285,400 | .68 |
| 40 | BUFFALO | 266,900 | .64 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 255,100 | .61 |
| 42 | NASHVILLE | 253,800 | .61 |
| 43 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 246,400 | .59 |
| 44 | JACKSONVILLE | 244,300 | .58 |
| 45 | MEMPHIS | 239,000 | .57 |
| 46 | AUSTIN, TX | 237,100 | .57 |
| 47 | OKLAHOMA CITY | 235,600 | .56 |
| 48 | GREENSBORO-WINSTON SALEM-HIGH POINT | 233,900 | .56 |
| 49 | ROCHESTER, NY | 233,200 | .56 |
| 50 | DAYTON | 232,600 | .56 |
| 51 | LOUISVILLE | 222,600 | .53 |
| 52 | RICHMOND | 220,000 | .53 |
| 53 | ALBANY-SCHENECTADY-TROY | 215,000 | .51 |
| 54 | RALEIGH-DURHAM | 213,500 | .51 |
| 55 | BIRMINGHAM | 210,200 | .50 |
| 56 | LAS VEGAS | 205,900 | .49 |
| 57 | FLINT-SAGINAW-BAY CITY | 203,900 | .49 |
| 58 | MOBILE-PENSACOLA | 190,700 | .46 |
| 59 | ALBUQUERQUE | 176,900 | .42 |
| 60 | TULSA | 176,100 | .42 |
| 61 | TUCSON | 171,900 | .41 |
| 62 | SALINAS-MONTEREY | 165,300 | .39 |
| 63 | FRESNO-VISALIA | 161,400 | .39 |
| 64 | SYRACUSE | 159,200 | .38 |
| 65 | LANSING | 153,300 | .37 |
| 66 | TOLEDO | 153,000 | .37 |
| 67 | OMAHA | 150,100 | .36 |
| 68 | KNOXVILLE | 148,300 | .35 |
| 69 | SPRINGFIELD, MA | 144,500 | .35 |
| 70 | LITTLE ROCK | 142,800 | .34 |
| 71 | EL PASO | 141,700 | .34 |
| 72 | CHARLESTON, SC | 141,000 | .34 |
| 73 | COLORADO SPRINGS-PUEBLO | 138,400 | .33 |
| 74 | SPRINGFIELD-DECATUR-CHAMPAIGN | 138,200 | .33 |
| 75 | WILKES BARRE-SCRANTON | 137,600 | .33 |
| 76 | MCALLEN-BROWNSVILLE: LRGV | 134,500 | .32 |
| 77 | WICHITA-HUTCHINSON | 131,500 | .31 |
| 78 | BATON ROUGE | 129,500 | .31 |
| 79 | CHARLESTON-HUNTINGTON | 122,700 | .29 |
| 80 | WACO-TEMPLE-BRYAN | 122,600 | .29 |
| 81 | COLUMBIA, SC | 121,900 | .29 |
| 82 | DES MOINES | 120,200 | .29 |
| 83 | BAKERSFIELD | 118,100 | .28 |
| 84 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 114,800 | .27 |
| 85 | SHREVEPORT-TEXARKANA | 110,000 | .26 |
| 86 | PEORIA-BLOOMINGTON | 108,500 | .26 |
| 87 | FT. WAYNE | 106,900 | .26 |
| 87 | LEXINGTON | 106,900 | .26 |
| 89 | MADISON | 105,100 | .25 |
| 90 | SOUTH BEND-ELKHART | 104,600 | .25 |
| 91 | YOUNGSTOWN | 102,700 | .25 |
| 92 | HUNTSVILLE-DECATUR-FLORENCE | 102,200 | .24 |
| 93 | CHATTANOOGA | 101,200 | .24 |
| 93 | ROANOKE-LYNCHBURG | 101,200 | .24 |
| 95 | FT. SMITH | 100,500 | .24 |
| 96 | SPOKANE | 99,500 | .24 |
| 97 | AUGUSTA | 98,600 | .24 |
| 98 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 97,300 | .23 |
| 99 | JACKSON, MS | 92,900 | .22 |
| 100 | CHICO-REDDING | 91,400 | .22 |
| 101 | PORTLAND-POLAND SPRING | 86,100 | .21 |
| 102 | LINCOLN-HASTINGS-KEARNEY | 85,300 | .20 |
| 103 | GREEN BAY-APPLETON | 83,900 | .20 |
| 104 | BURLINGTON-PLATTSBURGH | 82,600 | .20 |
| 105 | TALLAHASSEE-THOMASVILLE | 81,000 | .19 |
| 106 | CORPUS CHRISTI | 80,700 | .19 |
| 107 | MONTGOMERY-SELMA | 78,500 | .19 |
| 108 | BEAUMONT-PORT ARTHUR | 78,300 | .19 |
| 109 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 78,000 | .19 |
| 110 | GREENVILLE-NEW BERN-WASHINGTON | 77,100 | .18 |
| 110 | JOHNSTOWN-ALTOONA | 77,100 | .18 |
| 112 | ROCKFORD | 76,500 | .18 |
| 113 | BOISE | 71,100 | .17 |
| 113 | RENO | 71,100 | .17 |
| 115 | EVANSVILLE | 70,200 | .17 |
| 116 | MACON | 69,600 | .17 |
| 117 | EUGENE | 68,300 | .16 |
| 118 | BILOXI-GULFPORT-PASCAGOULA | 67,400 | .16 |
| 119 | TYLER-LONGVIEW-JACKSONVILLE | 67,300 | .16 |
| 120 | SAVANNAH | 64,900 | .16 |
| 121 | WICHITA FALLS-LAWTON | 64,700 | .15 |
| 122 | COLUMBUS, GA | 63,900 | .15 |
| 123 | ERIE | 62,600 | .15 |
| 124 | BINGHAMTON | 61,600 | .15 |
| 125 | SPRINGFIELD, MO | 60,100 | .14 |
| 126 | DULUTH-SUPERIOR | 59,400 | .14 |
| 127 | LUBBOCK | 58,600 | .14 |
| 128 | WHEELING-STEUBENVILLE | 55,000 | .13 |
| 129 | ODESSA-MIDLAND | 54,000 | .13 |
| 130 | COLUMBIA-JEFFERSON CITY | 50,300 | .12 |
| 131 | MONROE-EL DORADO | 45,100 | .11 |
| 132 | FARGO | 44,000 | .11 |
| 133 | AMARILLO | 43,600 | .10 |
| 134 | WILMINGTON | 41,600 | .10 |
| 135 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 41,400 | .10 |
| 136 | TOPEKA | 40,400 | .10 |
| 137 | LAFAYETTE, LA | 40,300 | .10 |
| 138 | WAUSAU-RHINELANDER | 39,600 | .09 |
| 139 | IDAHO FALLS-POCATELLO | 39,300 | .09 |
| 140 | TERRE HAUTE | 38,800 | .09 |
| 141 | JOPLIN-PITTSBURG | 38,000 | .09 |
| 142 | ABILENE-SWEETWATER | 37,900 | .09 |
| 143 | BANGOR | 36,800 | .09 |
| 144 | SIOUX FALLS-MITCHELL | 35,900 | .09 |
| 145 | WATERTOWN-CARTHAGE | 32,000 | .08 |
| 146 | MEDFORD | 31,900 | .08 |
| 147 | PANAMA CITY | 31,700 | .08 |
| 148 | EUREKA | 29,500 | .07 |
| 149 | MISSOULA | 29,200 | .07 |
| 150 | BILLINGS-HARDIN | 25,500 | .06 |
| 151 | SIOUX CITY | 25,400 | .06 |
| 152 | ALBANY, GA | 25,300 | .06 |
| 153 | TRAVERSE CITY-CADILLAC | 21,500 | .05 |
| 154 | GRAND JUNCTION-DURANGO | 20,400 | .05 |
| 155 | QUINCY-HANNIBAL | 19,100 | .05 |
| 156 | GREAT FALLS | 17,800 | .04 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK MEN 18-49

US TOTAL 5,332,200

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 666,300 | 12.50 |
| 2 | CHICAGO | 327,600 | 6.14 |
| 3 | WASHINGTON, DC | 271,400 | 5.09 |
| 4 | LOS ANGELES | 241,600 | 4.53 |
| 5 | PHILADELPHIA | 206,100 | 3.87 |
| 6 | DETROIT | 200,200 | 3.75 |
| 7 | ATLANTA | 197,700 | 3.71 |
| 8 | HOUSTON | 161,000 | 3.02 |
| 9 | BALTIMORE | 147,700 | 2.77 |
| 10 | DALLAS-FT. WORTH | 140,500 | 2.63 |
| 11 | SAN FRANCISCO-OAKLAND-SAN JOSE | 103,500 | 1.94 |
| 12 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 101,400 | 1.90 |
| 13 | NEW ORLEANS | 89,100 | 1.67 |
| 14 | MIAMI-FT.LAUDERDALE | 88,700 | 1.66 |
| 15 | MEMPHIS | 86,600 | 1.62 |
| 16 | ST. LOUIS | 86,500 | 1.62 |
| 17 | CLEVELAND | 74,300 | 1.39 |
| 18 | RICHMOND | 60,500 | 1.13 |
| 19 | BOSTON | 57,500 | 1.08 |
| 20 | CHARLOTTE | 55,900 | 1.05 |
| 21 | BIRMINGHAM | 51,800 | .97 |
| 21 | SAN DIEGO | 51,800 | .97 |
| 23 | RALEIGH-DURHAM | 48,200 | .90 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 47,000 | .88 |
| 25 | KANSAS CITY | 45,000 | .84 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 44,100 | .83 |
| 27 | JACKSONVILLE | 42,200 | .79 |
| 28 | COLUMBUS, OH | 41,400 | .78 |
| 29 | MILWAUKEE | 40,600 | .76 |
| 30 | HARTFORD-NEW HAVEN | 40,400 | .76 |
| 31 | TAMPA-ST.PETERSBURG | 40,200 | .75 |
| 32 | CINCINNATI | 39,200 | .74 |
| 33 | INDIANAPOLIS | 38,000 | .71 |
| 34 | JACKSON, MS | 37,200 | .70 |
| 35 | CHARLESTON, SC | 36,500 | .68 |
| 36 | MOBILE-PENSACOLA | 36,300 | .68 |
| 37 | COLUMBIA, SC | 35,600 | .67 |
| 37 | PITTSBURGH | 35,600 | .67 |
| 39 | NASHVILLE | 35,500 | .67 |
| 39 | SEATTLE-TACOMA | 35,500 | .67 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 35,300 | .66 |
| 42 | SACRAMENTO-STOCKTON | 35,000 | .66 |
| 43 | BATON ROUGE | 34,900 | .65 |
| 44 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 32,800 | .62 |
| 45 | SHREVEPORT-TEXARKANA | 31,100 | .58 |
| 46 | LITTLE ROCK | 30,000 | .56 |
| 47 | AUGUSTA | 28,600 | .54 |
| 47 | MONTGOMERY-SELMA | 28,600 | .54 |
| 49 | DAYTON | 26,500 | .50 |
| 50 | BUFFALO | 26,100 | .49 |
| 51 | LOUISVILLE | 25,900 | .49 |
| 52 | DENVER | 25,500 | .48 |
| 53 | MINNEAPOLIS-ST. PAUL | 24,800 | .47 |
| 53 | OKLAHOMA CITY | 24,800 | .47 |
| 55 | FLINT-SAGINAW-BAY CITY | 24,700 | .46 |
| 56 | WACO-TEMPLE-BRYAN | 23,400 | .44 |
| 57 | MACON | 22,300 | .42 |
| 58 | COLUMBUS, GA | 21,800 | .41 |
| 59 | GREENVILLE-NEW BERN-WASHINGTON | 21,700 | .41 |
| 60 | SAN ANTONIO | 21,400 | .40 |
| 61 | TALLAHASSEE-THOMASVILLE | 20,800 | .39 |
| 62 | ROCHESTER, NY | 20,400 | .38 |
| 63 | SAVANNAH | 20,200 | .38 |
| 64 | AUSTIN, TX | 19,200 | .36 |
| 64 | PHOENIX | 19,200 | .36 |
| 66 | LAS VEGAS | 18,700 | .35 |
| 67 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 18,300 | .34 |
| 68 | HUNTSVILLE-DECATUR-FLORENCE | 17,400 | .33 |
| 69 | BEAUMONT-PORT ARTHUR | 17,100 | .32 |
| 70 | HARRISBURG-YORK-LANCASTER-LEBANON | 14,800 | .28 |
| 71 | ROANOKE-LYNCHBURG | 14,600 | .27 |
| 72 | TOLEDO | 14,500 | .27 |
| 73 | LANSING | 13,600 | .26 |
| 74 | TULSA | 12,900 | .24 |
| 75 | TYLER-LONGVIEW-JACKSONVILLE | 12,500 | .23 |
| 76 | BILOXI-GULFPORT-PASCAGOULA | 12,400 | .23 |
| 77 | MONROE-EL DORADO | 12,100 | .23 |
| 77 | SPRINGFIELD-DECATUR-CHAMPAIGN | 12,100 | .23 |
| 79 | CHATTANOOGA | 11,900 | .22 |
| 80 | OMAHA | 11,400 | .21 |
| 81 | ALBANY-SCHENECTADY-TROY | 11,300 | .21 |
| 82 | PORTLAND, OR | 11,200 | .21 |
| 83 | ALBANY, GA | 11,100 | .21 |
| 84 | PROVIDENCE-NEW BEDFORD | 10,200 | .19 |
| 85 | COLORADO SPRINGS-PUEBLO | 9,700 | .18 |
| 85 | YOUNGSTOWN | 9,700 | .18 |
| 87 | SALINAS-MONTEREY | 9,500 | .18 |
| 88 | WICHITA FALLS-LAWTON | 9,100 | .17 |
| 89 | LEXINGTON | 9,000 | .17 |
| 89 | WICHITA-HUTCHINSON | 9,000 | .17 |
| 91 | SYRACUSE | 8,900 | .17 |
| 92 | LAFAYETTE, LA | 8,300 | .16 |
| 93 | SPRINGFIELD, MA | 8,200 | .15 |
| 94 | KNOXVILLE | 8,100 | .15 |
| 95 | FRESNO-VISALIA | 7,200 | .14 |
| 96 | BAKERSFIELD | 7,100 | .13 |
| 96 | EL PASO | 7,100 | .13 |
| 98 | WILMINGTON | 6,900 | .13 |
| 99 | PEORIA-BLOOMINGTON | 6,700 | .13 |
| 100 | FT. WAYNE | 6,600 | .12 |
| 101 | SOUTH BEND-ELKHART | 6,400 | .12 |
| 102 | TUCSON | 5,800 | .11 |
| 103 | ROCKFORD | 5,500 | .10 |
| 104 | CHARLESTON-HUNTINGTON | 4,700 | .09 |
| 104 | COLUMBIA-JEFFERSON CITY | 4,700 | .09 |
| 106 | ALBUQUERQUE | 4,200 | .08 |
| 107 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 4,100 | .08 |
| 108 | LUBBOCK | 3,900 | .07 |
| 109 | BURLINGTON-PLATTSBURGH | 3,800 | .07 |
| 109 | DES MOINES | 3,800 | .07 |
| 109 | WATERTOWN-CARTHAGE | 3,800 | .07 |
| 112 | SALT LAKE CITY | 3,700 | .07 |
| 113 | EVANSVILLE | 3,300 | .06 |
| 114 | MADISON | 3,200 | .06 |
| 115 | ERIE | 3,000 | .06 |
| 115 | PANAMA CITY | 3,000 | .06 |
| 115 | TOPEKA | 3,000 | .06 |
| 118 | CORPUS CHRISTI | 2,800 | .05 |
| 118 | ODESSA-MIDLAND | 2,800 | .05 |
| 118 | WILKES BARRE-SCRANTON | 2,800 | .05 |
| 121 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 2,400 | .05 |
| 121 | FT. SMITH | 2,400 | .05 |
| 123 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 2,300 | .04 |
| 124 | ABILENE-SWEETWATER | 2,200 | .04 |
| 124 | AMARILLO | 2,200 | .04 |
| 126 | TERRE HAUTE | 2,000 | .04 |
| 127 | LINCOLN-HASTINGS-KEARNEY | 1,800 | .03 |
| 127 | RENO | 1,800 | .03 |
| 129 | WHEELING-STEUBENVILLE | 1,700 | .03 |
| 130 | SPOKANE | 1,600 | .03 |
| 131 | JOHNSTOWN-ALTOONA | 1,500 | .03 |
| 132 | BINGHAMTON | 1,200 | .02 |
| 132 | CHICO-REDDING | 1,200 | .02 |
| 132 | SPRINGFIELD, MO | 1,200 | .02 |
| 135 | PORTLAND-POLAND SPRING | 800 | .02 |
| 136 | EUGENE | 700 | .01 |
| 137 | GREEN BAY-APPLETON | 600 | .01 |
| 137 | QUINCY-HANNIBAL | 600 | .01 |
| 137 | SIOUX CITY | 600 | .01 |
| 140 | BOISE | 500 | .01 |
| 140 | DULUTH-SUPERIOR | 500 | .01 |
| 140 | JOPLIN-PITTSBURG | 500 | .01 |
| 143 | MCALLEN-BROWNSVILLE: LRGV | 400 | .01 |
| 143 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 400 | .01 |
| 145 | EUREKA | 300 | .01 |
| 145 | GREAT FALLS | 300 | .01 |
| 145 | SIOUX FALLS-MITCHELL | 300 | .01 |
| 148 | BANGOR | 200 | - |
| 148 | BILLINGS-HARDIN | 200 | - |
| 148 | FARGO | 200 | - |
| 148 | IDAHO FALLS-POCATELLO | 200 | - |
| 148 | TRAVERSE CITY-CADILLAC | 200 | - |
| 148 | WAUSAU-RHINELANDER | 200 | - |
| 154 | GRAND JUNCTION-DURANGO | 100 | - |
| 154 | MEDFORD | 100 | - |
| 154 | MISSOULA | 100 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC MEN 18-49

US TOTAL 4,970,800

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,185,000 | 23.84 |
| 2 | NEW YORK | 708,100 | 14.25 |
| 3 | CHICAGO | 262,100 | 5.27 |
| 4 | MIAMI-FT. LAUDERDALE | 237,100 | 4.77 |
| 5 | HOUSTON | 231,800 | 4.66 |
| 6 | DALLAS-FT. WORTH | 171,200 | 3.44 |
| 7 | SAN DIEGO | 154,300 | 3.10 |
| 8 | SAN ANTONIO | 150,100 | 3.02 |
| 9 | SAN FRANCISCO-OAKLAND-SAN JOSE | 145,000 | 2.92 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 117,700 | 2.37 |
| 11 | SACRAMENTO-STOCKTON | 102,000 | 2.05 |
| 12 | EL PASO | 93,900 | 1.89 |
| 12 | PHOENIX | 93,900 | 1.89 |
| 14 | WASHINGTON, DC | 80,600 | 1.62 |
| 15 | ALBUQUERQUE | 68,200 | 1.37 |
| 16 | FRESNO-VISALIA | 64,400 | 1.30 |
| 17 | DENVER | 59,500 | 1.20 |
| 18 | BOSTON | 55,700 | 1.12 |
| 19 | SALINAS-MONTEREY | 50,000 | 1.01 |
| 20 | AUSTIN, TX | 47,700 | .96 |
| 21 | PHILADELPHIA | 47,300 | .95 |
| 22 | TUCSON | 45,300 | .91 |
| 23 | CORPUS CHRISTI | 42,000 | .84 |
| 24 | BAKERSFIELD | 40,300 | .81 |
| 25 | TAMPA-ST. PETERSBURG | 37,500 | .75 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 36,900 | .74 |
| 27 | HARTFORD-NEW HAVEN | 32,200 | .65 |
| 28 | LAS VEGAS | 26,400 | .53 |
| 29 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 25,100 | .50 |
| 30 | SEATTLE-TACOMA | 23,000 | .46 |
| 31 | ATLANTA | 21,900 | .44 |
| 32 | PORTLAND, OR | 21,700 | .44 |
| 33 | DETROIT | 20,600 | .41 |
| 34 | COLORADO SPRINGS-PUEBLO | 19,400 | .39 |
| 35 | SALT LAKE CITY | 18,900 | .38 |
| 36 | PROVIDENCE-NEW BEDFORD | 16,200 | .33 |
| 36 | WACO-TEMPLE-BRYAN | 16,200 | .33 |
| 38 | ODESSA-MIDLAND | 15,700 | .32 |
| 39 | LUBBOCK | 13,200 | .27 |
| 40 | MILWAUKEE | 13,100 | .26 |
| 41 | NEW ORLEANS | 12,900 | .26 |
| 42 | KANSAS CITY | 12,600 | .25 |
| 43 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 12,000 | .24 |
| 44 | CLEVELAND | 11,500 | .23 |
| 45 | SPRINGFIELD, MA | 11,300 | .23 |
| 46 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 11,100 | .22 |
| 47 | MINNEAPOLIS-ST. PAUL | 10,400 | .21 |
| 48 | OKLAHOMA CITY | 9,900 | .20 |
| 49 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 9,400 | .19 |
| 50 | BALTIMORE | 9,200 | .19 |
| 51 | CHICO-REDDING | 8,600 | .17 |
| 52 | HARRISBURG-YORK-LANCASTER-LEBANON | 8,500 | .17 |
| 53 | RENO | 8,000 | .16 |
| 54 | ROCHESTER, NY | 7,600 | .15 |
| 55 | JACKSONVILLE | 7,000 | .14 |
| 55 | ST. LOUIS | 7,000 | .14 |
| 57 | AMARILLO | 6,900 | .14 |
| 58 | FLINT-SAGINAW-BAY CITY | 6,300 | .13 |
| 59 | ABILENE-SWEETWATER | 6,200 | .12 |
| 60 | BUFFALO | 6,100 | .12 |
| 61 | WICHITA-HUTCHINSON | 5,700 | .11 |
| 62 | ALBANY-SCHENECTADY-TROY | 5,500 | .11 |
| 62 | TYLER-LONGVIEW-JACKSONVILLE | 5,500 | .11 |
| 64 | WICHITA FALLS-LAWTON | 5,300 | .11 |
| 65 | TOLEDO | 5,200 | .10 |
| 66 | LANSING | 5,100 | .10 |
| 67 | BOISE | 4,900 | .10 |
| 68 | OMAHA | 4,600 | .09 |
| 69 | TULSA | 4,000 | .08 |
| 70 | BEAUMONT-PORT ARTHUR | 3,900 | .08 |
| 70 | CHARLOTTE | 3,900 | .08 |
| 72 | INDIANAPOLIS | 3,700 | .07 |
| 73 | COLUMBUS, OH | 3,500 | .07 |
| 73 | RALEIGH-DURHAM | 3,500 | .07 |
| 75 | PITTSBURGH | 3,100 | .06 |
| 76 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,000 | .06 |
| 76 | MOBILE-PENSACOLA | 3,000 | .06 |
| 76 | RICHMOND | 3,000 | .06 |
| 79 | MEMPHIS | 2,800 | .06 |
| 79 | ROCKFORD | 2,800 | .06 |
| 81 | COLUMBUS, GA | 2,700 | .05 |
| 81 | IDAHO FALLS-POCATELLO | 2,700 | .05 |
| 81 | SOUTH BEND-ELKHART | 2,700 | .05 |
| 84 | SYRACUSE | 2,600 | .05 |
| 84 | TALLAHASSEE-THOMASVILLE | 2,600 | .05 |
| 86 | BURLINGTON-PLATTSBURGH | 2,500 | .05 |
| 86 | CHARLESTON, SC | 2,500 | .05 |
| 86 | SPRINGFIELD-DECATUR-CHAMPAIGN | 2,500 | .05 |
| 89 | GREENVILLE-SPARTANBURG-ASHEVILLE | 2,400 | .05 |
| 90 | GREENSBORO-WINSTON SALEM-HIGH POINT | 2,300 | .05 |
| 90 | LINCOLN-HASTINGS-KEARNEY | 2,300 | .05 |
| 90 | NASHVILLE | 2,300 | .05 |
| 90 | SPOKANE | 2,300 | .05 |
| 94 | BATON ROUGE | 2,100 | .04 |
| 94 | TOPEKA | 2,100 | .04 |
| 96 | CINCINNATI | 2,000 | .04 |
| 96 | DAYTON | 2,000 | .04 |
| 96 | DES MOINES | 2,000 | .04 |
| 96 | EUGENE | 2,000 | .04 |
| 100 | GRAND JUNCTION-DURANGO | 1,900 | .04 |
| 100 | MADISON | 1,900 | .04 |
| 100 | SHREVEPORT-TEXARKANA | 1,900 | .04 |
| 100 | WATERTOWN-CARTHAGE | 1,900 | .04 |
| 104 | COLUMBIA, SC | 1,800 | .04 |
| 104 | FT. WAYNE | 1,800 | .04 |
| 106 | AUGUSTA | 1,700 | .03 |
| 106 | LOUISVILLE | 1,700 | .03 |
| 106 | MEDFORD | 1,700 | .03 |
| 109 | YOUNGSTOWN | 1,600 | .03 |
| 110 | FT. SMITH | 1,500 | .03 |
| 111 | EUREKA | 1,400 | .03 |
| 111 | GREENVILLE-NEW BERN-WASHINGTON | 1,400 | .03 |
| 111 | PEORIA-BLOOMINGTON | 1,400 | .03 |
| 111 | SIOUX CITY | 1,400 | .03 |
| 115 | HUNTSVILLE-DECATUR-FLORENCE | 1,200 | .02 |
| 115 | LITTLE ROCK | 1,200 | .02 |
| 115 | WILKES BARRE-SCRANTON | 1,200 | .02 |
| 118 | BILOXI-GULFPORT-PASCAGOULA | 1,100 | .02 |
| 118 | LEXINGTON | 1,100 | .02 |
| 120 | BIRMINGHAM | 1,000 | .02 |
| 120 | SAVANNAH | 1,000 | .02 |
| 122 | ERIE | 900 | .02 |
| 122 | KNOXVILLE | 900 | .02 |
| 124 | BILLINGS-HARDIN | 800 | .02 |
| 124 | BINGHAMTON | 800 | .02 |
| 124 | CHATTANOOGA | 800 | .02 |
| 124 | MACON | 800 | .02 |
| 124 | PORTLAND-POLAND SPRING | 800 | .02 |
| 129 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 700 | .01 |
| 129 | CHARLESTON-HUNTINGTON | 700 | .01 |
| 129 | GREEN BAY-APPLETON | 700 | .01 |
| 129 | PANAMA CITY | 700 | .01 |
| 129 | SPRINGFIELD, MO | 700 | .01 |
| 134 | COLUMBIA-JEFFERSON CITY | 600 | .01 |
| 134 | LAFAYETTE, LA | 600 | .01 |
| 134 | MONTGOMERY-SELMA | 600 | .01 |
| 134 | ROANOKE-LYNCHBURG | 600 | .01 |
| 138 | FARGO | 500 | .01 |
| 138 | JOHNSTOWN-ALTOONA | 500 | .01 |
| 138 | MISSOULA | 500 | .01 |
| 138 | TERRE HAUTE | 500 | .01 |
| 142 | BRISTOL-KINGSPT-JOHNSN CTY; TRI-CTY | 400 | .01 |
| 142 | EVANSVILLE | 400 | .01 |
| 142 | JACKSON, MS | 400 | .01 |
| 142 | MONROE-EL DORADO | 400 | .01 |
| 142 | WILMINGTON | 400 | .01 |
| 147 | ALBANY, GA | 300 | .01 |
| 147 | DULUTH-SUPERIOR | 300 | .01 |
| 147 | GREAT FALLS | 300 | .01 |
| 150 | BANGOR | 200 | - |
| 150 | JOPLIN-PITTSBURG | 200 | - |
| 150 | TRAVERSE CITY-CADILLAC | 200 | - |
| 150 | WAUSAU-RHINELANDER | 200 | - |
| 150 | WHEELING-STEUBENVILLE | 200 | - |
| 155 | SIOUX FALLS-MITCHELL | 100 | - |
| 156 | QUINCY-HANNIBAL | | |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL MEN 18-34** US TOTAL 23,765,900

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 2,110,600 | 8.88 |
| 2 | LOS ANGELES | 1,864,300 | 7.84 |
| 3 | CHICAGO | 1,091,900 | 4.59 |
| 4 | PHILADELPHIA | 650,300 | 2.74 |
| 5 | DALLAS-FT. WORTH | 638,500 | 2.69 |
| 6 | WASHINGTON, DC | 609,800 | 2.57 |
| 7 | BOSTON | 566,400 | 2.38 |
| 8 | HOUSTON | 557,700 | 2.35 |
| 9 | DETROIT | 549,400 | 2.31 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 521,600 | 2.19 |
| 11 | SAN DIEGO | 459,800 | 1.93 |
| 12 | ATLANTA | 445,100 | 1.87 |
| 13 | SEATTLE-TACOMA | 374,500 | 1.58 |
| 14 | MINNEAPOLIS-ST. PAUL | 369,400 | 1.55 |
| 15 | BALTIMORE | 332,300 | 1.40 |
| 16 | SACRAMENTO-STOCKTON | 328,500 | 1.38 |
| 17 | PHOENIX | 316,800 | 1.33 |
| 18 | ST. LOUIS | 313,700 | 1.32 |
| 19 | ORLANDO-DAYTONA BEACH-MELBOURNE | 277,800 | 1.17 |
| 20 | DENVER | 263,500 | 1.11 |
| 21 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 255,900 | 1.08 |
| 22 | MIAMI-FT.LAUDERDALE | 255,600 | 1.08 |
| 23 | CLEVELAND | 254,000 | 1.07 |
| 24 | TAMPA-ST.PETERSBURG | 250,300 | 1.05 |
| 25 | PITTSBURGH | 245,500 | 1.03 |
| 26 | HARTFORD-NEW HAVEN | 226,900 | .95 |
| 27 | COLUMBUS, OH | 214,000 | .90 |
| 28 | PORTLAND, OR | 210,200 | .88 |
| 29 | KANSAS CITY | 209,200 | .88 |
| 30 | PROVIDENCE-NEW BEDFORD | 195,000 | .82 |
| 31 | INDIANAPOLIS | 193,600 | .81 |
| 32 | CINCINNATI | 191,900 | .81 |
| 33 | SALT LAKE CITY | 189,300 | .80 |
| 34 | MILWAUKEE | 188,600 | .79 |
| 35 | SAN ANTONIO | 187,100 | .79 |
| 36 | HARRISBURG-YORK-LANCASTER-LEBANON | 185,100 | .78 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 173,800 | .73 |
| 38 | CHARLOTTE | 168,000 | .71 |
| 39 | NEW ORLEANS | 158,000 | .66 |
| 40 | BUFFALO | 150,700 | .63 |
| 41 | AUSTIN, TX | 146,100 | .61 |
| 42 | NASHVILLE | 141,100 | .59 |
| 43 | JACKSONVILLE | 140,900 | .59 |
| 44 | GREENVILLE-SPARTANBURG-ASHEVILLE | 139,400 | .59 |
| 45 | MEMPHIS | 135,700 | .57 |
| 46 | OKLAHOMA CITY | 134,100 | .56 |
| 47 | WEST PALM BEACH-FT.PIERCE-VERO BEACH | 133,200 | .56 |
| 48 | ROCHESTER, NY | 130,700 | .55 |
| 49 | GREENSBORO-WINSTON SALEM-HIGH POINT | 129,400 | .54 |
| 50 | DAYTON | 128,300 | .54 |
| 51 | RALEIGH-DURHAM | 127,100 | .53 |
| 52 | ALBANY-SCHENECTADY-TROY | 121,400 | .51 |
| 53 | LOUISVILLE | 119,600 | .50 |
| 54 | RICHMOND | 119,100 | .50 |
| 55 | LAS VEGAS | 115,300 | .49 |
| 56 | BIRMINGHAM | 114,200 | .48 |
| 57 | FLINT-SAGINAW-BAY CITY | 109,900 | .46 |
| 58 | MOBILE-PENSACOLA | 107,200 | .45 |
| 59 | TUCSON | 99,900 | .42 |
| 60 | SALINAS-MONTEREY | 98,400 | .41 |
| 61 | ALBUQUERQUE | 96,600 | .41 |
| 62 | FRESNO-VISALIA | 95,000 | .40 |
| 63 | TULSA | 94,900 | .40 |
| 64 | SYRACUSE | 92,800 | .39 |
| 65 | LANSING | 89,600 | .38 |
| 66 | TOLEDO | 87,400 | .37 |
| 67 | CHARLESTON, SC | 87,200 | .37 |
| 68 | EL PASO | 86,300 | .36 |
| 69 | OMAHA | 84,500 | .36 |
| 70 | SPRINGFIELD, MA | 84,300 | .35 |
| 71 | WACO-TEMPLE-BRYAN | 81,800 | .34 |
| 72 | KNOXVILLE | 81,600 | .34 |
| 73 | SPRINGFIELD-DECATUR-CHAMPAIGN | 81,200 | .34 |
| 74 | COLORADO SPRINGS-PUEBLO | 80,800 | .34 |
| 75 | MCALLEN-BROWNSVILLE: LRGV | 80,200 | .34 |
| 76 | LITTLE ROCK | 79,800 | .34 |
| 77 | BATON ROUGE | 75,000 | .32 |
| 77 | WILKES BARRE-SCRANTON | 75,000 | .32 |
| 79 | WICHITA-HUTCHINSON | 73,800 | .31 |
| 80 | DES MOINES | 71,300 | .30 |
| 81 | COLUMBIA, SC | 70,600 | .30 |
| 82 | BAKERSFIELD | 69,300 | .29 |
| 83 | MADISON | 63,800 | .27 |
| 84 | CHARLESTON-HUNTINGTON | 63,600 | .27 |
| 85 | LEXINGTON | 63,200 | .27 |
| 86 | PEORIA-BLOOMINGTON | 61,200 | .26 |
| 87 | BRISTOL-KINGSPT-JOHNSN CTY;TRI-CTY | 60,800 | .26 |
| 88 | SHREVEPORT-TEXARKANA | 60,600 | .25 |
| 89 | HUNTSVILLE-DECATUR-FLORENCE | 58,900 | .25 |
| 90 | FT. WAYNE | 58,700 | .25 |
| 90 | SOUTH BEND-ELKHART | 58,700 | .25 |
| 92 | FT. SMITH | 56,400 | .24 |
| 93 | AUGUSTA | 55,700 | .23 |
| 94 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 53,800 | .23 |
| 95 | ROANOKE-LYNCHBURG | 53,700 | .23 |
| 96 | CHATTANOOGA | 53,600 | .23 |
| 96 | YOUNGSTOWN | 53,600 | .23 |
| 98 | SPOKANE | 53,400 | .22 |
| 99 | JACKSON, MS | 52,900 | .22 |
| 100 | LINCOLN-HASTINGS-KEARNEY | 51,300 | .22 |
| 101 | CHICO-REDDING | 49,800 | .21 |
| 102 | BURLINGTON-PLATTSBURGH | 49,000 | .21 |
| 103 | TALLAHASSEE-THOMASVILLE | 48,700 | .20 |
| 104 | PORTLAND-POLAND SPRING | 47,800 | .20 |
| 105 | GREEN BAY-APPLETON | 47,500 | .20 |
| 106 | GREENVILLE-NEW BERN-WASHINGTON | 45,900 | .19 |
| 107 | CORPUS CHRISTI | 45,100 | .19 |
| 108 | MONTGOMERY-SELMA | 44,100 | .19 |
| 109 | BEAUMONT-PORT ARTHUR | 42,600 | .18 |
| 110 | WICHITA FALLS-LAWTON | 41,400 | .17 |
| 111 | COLUMBUS, GA | 41,100 | .17 |
| 111 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 41,100 | .17 |
| 111 | ROCKFORD | 41,100 | .17 |
| 114 | JOHNSTOWN-ALTOONA | 40,400 | .17 |
| 115 | BILOXI-GULFPORT-PASCAGOULA | 39,400 | .17 |
| 116 | MACON | 39,100 | .16 |
| 117 | RENO | 38,400 | .16 |
| 118 | LUBBOCK | 38,000 | .16 |
| 119 | BOISE | 37,800 | .16 |
| 119 | EVANSVILLE | 37,800 | .16 |
| 121 | TYLER-LONGVIEW-JACKSONVILLE | 37,500 | .16 |
| 122 | SAVANNAH | 37,400 | .16 |
| 123 | EUGENE | 36,100 | .15 |
| 124 | ERIE | 35,400 | .15 |
| 125 | BINGHAMTON | 35,100 | .15 |
| 126 | SPRINGFIELD, MO | 34,900 | .15 |
| 127 | COLUMBIA-JEFFERSON CITY | 31,900 | .13 |
| 128 | DULUTH-SUPERIOR | 30,900 | .13 |
| 129 | ODESSA-MIDLAND | 30,000 | .13 |
| 130 | WHEELING-STEUBENVILLE | 28,000 | .12 |
| 131 | FARGO | 27,100 | .11 |
| 132 | MONROE-EL DORADO | 25,700 | .11 |
| 133 | AMARILLO | 24,800 | .10 |
| 134 | LAFAYETTE, LA | 23,900 | .10 |
| 135 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 23,000 | .10 |
| 136 | ABILENE-SWEETWATER | 22,600 | .10 |
| 136 | WILMINGTON | 22,600 | .10 |
| 138 | TERRE HAUTE | 22,300 | .09 |
| 139 | IDAHO FALLS-POCATELLO | 21,700 | .09 |
| 140 | TOPEKA | 21,600 | .09 |
| 141 | JOPLIN-PITTSBURG | 21,300 | .09 |
| 142 | BANGOR | 21,200 | .09 |
| 143 | WATERTOWN-CARTHAGE | 20,800 | .09 |
| 143 | WAUSAU-RHINELANDER | 20,800 | .09 |
| 145 | SIOUX FALLS-MITCHELL | 20,500 | .09 |
| 146 | PANAMA CITY | 17,900 | .08 |
| 147 | EUREKA | 15,700 | .07 |
| 148 | MEDFORD | 15,300 | .06 |
| 149 | MISSOULA | 15,100 | .06 |
| 150 | ALBANY, GA | 14,300 | .06 |
| 151 | SIOUX CITY | 14,100 | .06 |
| 152 | BILLINGS-HARDIN | 13,100 | .06 |
| 153 | TRAVERSE CITY-CADILLAC | 11,200 | .05 |
| 154 | GRAND JUNCTION-DURANGO | 10,400 | .04 |
| 155 | QUINCY-HANNIBAL | 10,300 | .04 |
| 156 | GREAT FALLS | 9,800 | .04 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK MEN 18-34

US TOTAL 3,263,300

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 401,700 | 12.31 |
| 2 | CHICAGO | 197,900 | 6.06 |
| 3 | WASHINGTON, DC | 160,300 | 4.91 |
| 4 | LOS ANGELES | 150,100 | 4.60 |
| 5 | PHILADELPHIA | 125,600 | 3.85 |
| 6 | ATLANTA | 120,500 | 3.69 |
| 7 | DETROIT | 115,400 | 3.54 |
| 8 | HOUSTON | 97,000 | 2.97 |
| 9 | DALLAS-FT. WORTH | 88,800 | 2.72 |
| 10 | BALTIMORE | 88,600 | 2.72 |
| 11 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 67,900 | 2.08 |
| 12 | SAN FRANCISCO-OAKLAND-SAN JOSE | 61,200 | 1.88 |
| 13 | NEW ORLEANS | 53,600 | 1.64 |
| 14 | MEMPHIS | 53,100 | 1.63 |
| 15 | ST. LOUIS | 51,900 | 1.59 |
| 16 | MIAMI-FT. LAUDERDALE | 51,600 | 1.58 |
| 17 | CLEVELAND | 43,000 | 1.32 |
| 18 | SAN DIEGO | 38,400 | 1.18 |
| 19 | BOSTON | 36,400 | 1.12 |
| 20 | RICHMOND | 35,500 | 1.09 |
| 21 | CHARLOTTE | 34,000 | 1.04 |
| 22 | RALEIGH-DURHAM | 30,200 | .93 |
| 23 | BIRMINGHAM | 29,800 | .91 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 29,400 | .90 |
| 25 | GREENSBORO-WINSTON SALEM-HIGH POINT | 27,200 | .83 |
| 25 | JACKSONVILLE | 27,200 | .83 |
| 27 | KANSAS CITY | 27,100 | .83 |
| 28 | COLUMBUS, OH | 26,200 | .80 |
| 29 | HARTFORD-NEW HAVEN | 25,500 | .78 |
| 30 | MILWAUKEE | 25,400 | .78 |
| 31 | TAMPA-ST. PETERSBURG | 24,100 | .74 |
| 32 | INDIANAPOLIS | 23,600 | .72 |
| 33 | CINCINNATI | 23,400 | .72 |
| 33 | JACKSON, MS | 23,400 | .72 |
| 35 | CHARLESTON, SC | 22,800 | .70 |
| 36 | SACRAMENTO-STOCKTON | 22,400 | .69 |
| 37 | SEATTLE-TACOMA | 22,300 | .68 |
| 38 | COLUMBIA, SC | 22,200 | .68 |
| 38 | MOBILE-PENSACOLA | 22,200 | .68 |
| 40 | NASHVILLE | 22,100 | .68 |
| 41 | BATON ROUGE | 21,600 | .66 |
| 42 | PITTSBURGH | 21,300 | .65 |
| 43 | GREENVILLE-SPARTANBURG-ASHEVILLE | 21,000 | .64 |
| 44 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 19,200 | .59 |
| 45 | LITTLE ROCK | 18,600 | .57 |
| 46 | SHREVEPORT-TEXARKANA | 18,500 | .57 |
| 47 | MONTGOMERY-SELMA | 18,100 | .55 |
| 48 | WACO-TEMPLE-BRYAN | 17,600 | .54 |
| 49 | AUGUSTA | 17,100 | .52 |
| 50 | BUFFALO | 16,300 | .50 |
| 51 | DAYTON | 16,200 | .50 |
| 52 | OKLAHOMA CITY | 15,800 | .48 |
| 53 | MINNEAPOLIS-ST. PAUL | 15,500 | .47 |
| 54 | LOUISVILLE | 15,200 | .47 |
| 55 | DENVER | 14,900 | .46 |
| 56 | FLINT-SAGINAW-BAY CITY | 14,200 | .44 |
| 57 | COLUMBUS, GA | 13,900 | .43 |
| 58 | TALLAHASSEE-THOMASVILLE | 13,500 | .41 |
| 59 | SAN ANTONIO | 13,400 | .41 |
| 60 | MACON | 13,300 | .41 |
| 61 | GREENVILLE-NEW BERN-WASHINGTON | 13,100 | .40 |
| 62 | AUSTIN, TX | 12,600 | .39 |
| 63 | ROCHESTER, NY | 12,500 | .38 |
| 63 | SAVANNAH | 12,500 | .38 |
| 65 | PHOENIX | 12,000 | .37 |
| 66 | LAS VEGAS | 11,600 | .36 |
| 67 | HUNTSVILLE-DECATUR-FLORENCE | 11,500 | .35 |
| 68 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 11,200 | .34 |
| 69 | BEAUMONT-PORT ARTHUR | 9,900 | .30 |
| 70 | HARRISBURG-YORK-LANCASTER-LEBANON | 9,000 | .28 |
| 71 | TOLEDO | 8,800 | .27 |
| 72 | LANSING | 8,600 | .26 |
| 73 | ROANOKE-LYNCHBURG | 8,300 | .25 |
| 74 | TULSA | 7,900 | .24 |
| 75 | BILOXI-GULFPORT-PASCAGOULA | 7,700 | .24 |
| 76 | MONROE-EL DORADO | 7,600 | .23 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 7,600 | .23 |
| 76 | TYLER-LONGVIEW-JACKSONVILLE | 7,600 | .23 |
| 79 | ALBANY-SCHENECTADY-TROY | 7,400 | .23 |
| 80 | OMAHA | 7,100 | .22 |
| 80 | SALINAS-MONTEREY | 7,100 | .22 |
| 82 | ALBANY, GA | 6,900 | .21 |
| 82 | CHATTANOOGA | 6,900 | .21 |
| 82 | COLORADO SPRINGS-PUEBLO | 6,900 | .21 |
| 85 | WICHITA FALLS-LAWTON | 6,800 | .21 |
| 86 | PORTLAND, OR | 6,600 | .20 |
| 87 | PROVIDENCE-NEW BEDFORD | 6,500 | .20 |
| 88 | WICHITA-HUTCHINSON | 5,900 | .18 |
| 89 | SYRACUSE | 5,700 | .17 |
| 90 | LEXINGTON | 5,600 | .17 |
| 91 | YOUNGSTOWN | 5,500 | .17 |
| 92 | LAFAYETTE, LA | 5,300 | .16 |
| 92 | SPRINGFIELD, MA | 5,300 | .16 |
| 94 | KNOXVILLE | 5,200 | .16 |
| 95 | EL PASO | 5,000 | .15 |
| 96 | BAKERSFIELD | 4,700 | .14 |
| 96 | FRESNO-VISALIA | 4,700 | .14 |
| 98 | PEORIA-BLOOMINGTON | 4,300 | .13 |
| 99 | FT. WAYNE | 3,900 | .12 |
| 99 | WILMINGTON | 3,900 | .12 |
| 101 | SOUTH BEND-ELKHART | 3,800 | .12 |
| 102 | TUCSON | 3,700 | .11 |
| 103 | COLUMBIA-JEFFERSON CITY | 3,400 | .10 |
| 104 | WATERTOWN-CARTHAGE | 3,300 | .10 |
| 105 | ROCKFORD | 3,200 | .10 |
| 106 | CHARLESTON-HUNTINGTON | 2,800 | .09 |
| 107 | BURLINGTON-PLATTSBURGH | 2,700 | .08 |
| 108 | ALBUQUERQUE | 2,500 | .08 |
| 108 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 2,500 | .08 |
| 108 | DES MOINES | 2,500 | .08 |
| 108 | LUBBOCK | 2,500 | .08 |
| 112 | SALT LAKE CITY | 2,400 | .07 |
| 113 | EVANSVILLE | 2,100 | .06 |
| 114 | MADISON | 2,000 | .06 |
| 115 | PANAMA CITY | 1,900 | .06 |
| 115 | TOPEKA | 1,900 | .06 |
| 115 | WILKES BARRE-SCRANTON | 1,900 | .06 |
| 118 | ERIE | 1,800 | .06 |
| 119 | FT. SMITH | 1,700 | .05 |
| 120 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 1,600 | .05 |
| 120 | CORPUS CHRISTI | 1,600 | .05 |
| 122 | ABILENE-SWEETWATER | 1,500 | .05 |
| 122 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,500 | .05 |
| 122 | ODESSA-MIDLAND | 1,500 | .05 |
| 125 | AMARILLO | 1,400 | .04 |
| 126 | TERRE HAUTE | 1,300 | .04 |
| 127 | LINCOLN-HASTINGS-KEARNEY | 1,200 | .04 |
| 128 | RENO | 1,100 | .03 |
| 129 | WHEELING-STEUBENVILLE | 1,000 | .03 |
| 130 | JOHNSTOWN-ALTOONA | 900 | .03 |
| 130 | SPOKANE | 900 | .03 |
| 132 | BINGHAMTON | 800 | .02 |
| 132 | SPRINGFIELD, MO | 800 | .02 |
| 134 | CHICO-REDDING | 700 | .02 |
| 135 | GREEN BAY-APPLETON | 500 | .02 |
| 136 | PORTLAND-POLAND SPRING | 500 | .02 |
| 137 | EUGENE | 400 | .01 |
| 137 | JOPLIN-PITTSBURG | 400 | .01 |
| 137 | SIOUX CITY | 400 | .01 |
| 140 | BOISE | 300 | .01 |
| 140 | DULUTH-SUPERIOR | 300 | .01 |
| 140 | GREAT FALLS | 300 | .01 |
| 140 | QUINCY-HANNIBAL | 300 | .01 |
| 140 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 300 | .01 |
| 145 | BANGOR | 200 | .01 |
| 145 | EUREKA | 200 | .01 |
| 145 | FARGO | 200 | .01 |
| 145 | MCALLEN-BROWNSVILLE: LRGV | 200 | .01 |
| 145 | SIOUX FALLS-MITCHELL | 200 | .01 |
| 145 | TRAVERSE CITY-CADILLAC | 200 | .01 |
| 151 | BILLINGS-HARDIN | 100 | - |
| 151 | GRAND JUNCTION-DURANGO | 100 | - |
| 151 | IDAHO FALLS-POCATELLO | 100 | - |
| 151 | MEDFORD | 100 | - |
| 151 | MISSOULA | 100 | - |
| 151 | WAUSAU-RHINELANDER | 100 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC MEN 18-34

US TOTAL 3,265,400

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 824,300 | 25.32 |
| 2 | NEW YORK | 435,400 | 13.37 |
| 3 | CHICAGO | 174,800 | 5.37 |
| 4 | HOUSTON | 152,100 | 4.67 |
| 5 | MIAMI-FT. LAUDERDALE | 135,900 | 4.17 |
| 6 | DALLAS-FT. WORTH | 119,400 | 3.67 |
| 7 | SAN DIEGO | 109,000 | 3.35 |
| 8 | SAN FRANCISCO-OAKLAND-SAN JOSE | 95,900 | 2.95 |
| 9 | SAN ANTONIO | 92,400 | 2.84 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 71,700 | 2.20 |
| 11 | SACRAMENTO-STOCKTON | 66,600 | 2.05 |
| 12 | PHOENIX | 61,900 | 1.90 |
| 13 | EL PASO | 58,100 | 1.78 |
| 14 | WASHINGTON, DC | 54,300 | 1.67 |
| 15 | FRESNO-VISALIA | 42,200 | 1.30 |
| 16 | ALBUQUERQUE | 40,900 | 1.26 |
| 17 | BOSTON | 37,800 | 1.16 |
| 18 | DENVER | 36,300 | 1.12 |
| 19 | SALINAS-MONTEREY | 34,400 | 1.06 |
| 20 | AUSTIN, TX | 32,600 | 1.00 |
| 21 | PHILADELPHIA | 30,500 | .94 |
| 22 | TUCSON | 28,300 | .87 |
| 23 | BAKERSFIELD | 27,000 | .83 |
| 24 | CORPUS CHRISTI | 24,900 | .76 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 23,100 | .71 |
| 26 | TAMPA-ST. PETERSBURG | 22,800 | .70 |
| 27 | HARTFORD-NEW HAVEN | 21,000 | .65 |
| 28 | LAS VEGAS | 17,300 | .53 |
| 29 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 15,800 | .49 |
| 30 | ATLANTA | 15,000 | .46 |
| 31 | SEATTLE-TACOMA | 14,900 | .46 |
| 32 | PORTLAND, OR | 14,700 | .45 |
| 33 | DETROIT | 12,600 | .39 |
| 34 | SALT LAKE CITY | 12,500 | .38 |
| 35 | COLORADO SPRINGS-PUEBLO | 11,700 | .36 |
| 36 | WACO-TEMPLE-BRYAN | 11,100 | .34 |
| 37 | PROVIDENCE-NEW BEDFORD | 10,700 | .33 |
| 38 | ODESSA-MIDLAND | 9,900 | .30 |
| 39 | LUBBOCK | 8,700 | .27 |
| 40 | MILWAUKEE | 8,600 | .26 |
| 41 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 8,400 | .26 |
| 42 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 8,200 | .25 |
| 43 | KANSAS CITY | 7,600 | .23 |
| 43 | NEW ORLEANS | 7,600 | .23 |
| 45 | SPRINGFIELD, MA | 7,500 | .23 |
| 46 | CLEVELAND | 7,100 | .22 |
| 47 | MINNEAPOLIS-ST. PAUL | 6,800 | .21 |
| 47 | OKLAHOMA CITY | 6,800 | .21 |
| 49 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 6,100 | .19 |
| 50 | BALTIMORE | 6,000 | .18 |
| 51 | CHICO-REDDING | 5,700 | .18 |
| 52 | HARRISBURG-YORK-LANCASTER-LEBANON | 5,600 | .17 |
| 53 | RENO | 5,500 | .17 |
| 54 | ROCHESTER, NY | 4,800 | .15 |
| 55 | JACKSONVILLE | 4,700 | .14 |
| 56 | AMARILLO | 4,600 | .14 |
| 57 | ST. LOUIS | 4,400 | .14 |
| 58 | ABILENE-SWEETWATER | 4,000 | .12 |
| 58 | BUFFALO | 4,000 | .12 |
| 58 | TYLER-LONGVIEW-JACKSONVILLE | 4,000 | .12 |
| 61 | ALBANY-SCHENECTADY-TROY | 3,700 | .11 |
| 61 | WICHITA-HUTCHINSON | 3,700 | .11 |
| 61 | WICHITA FALLS-LAWTON | 3,700 | .11 |
| 64 | FLINT-SAGINAW-BAY CITY | 3,600 | .11 |
| 65 | LANSING | 3,300 | .10 |
| 66 | BOISE | 3,200 | .10 |
| 66 | TOLEDO | 3,200 | .10 |
| 68 | OMAHA | 3,000 | .09 |
| 69 | TULSA | 2,800 | .09 |
| 70 | CHARLOTTE | 2,600 | .08 |
| 70 | COLUMBUS, OH | 2,600 | .08 |
| 70 | INDIANAPOLIS | 2,600 | .08 |
| 70 | RALEIGH-DURHAM | 2,600 | .08 |
| 74 | BEAUMONT-PORT ARTHUR | 2,300 | .07 |
| 75 | RICHMOND | 2,200 | .07 |
| 76 | COLUMBUS, GA | 2,000 | .06 |
| 76 | MOBILE-PENSACOLA | 2,000 | .06 |
| 78 | CHARLESTON, SC | 1,900 | .06 |
| 78 | MEMPHIS | 1,900 | .06 |
| 78 | PITTSBURGH | 1,900 | .06 |
| 78 | SOUTH BEND-ELKHART | 1,900 | .06 |
| 78 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,900 | .06 |
| 78 | SYRACUSE | 1,900 | .06 |
| 84 | BURLINGTON-PLATTSBURGH | 1,800 | .06 |
| 84 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 1,800 | .06 |
| 84 | IDAHO FALLS-POCATELLO | 1,800 | .06 |
| 87 | ROCKFORD | 1,700 | .05 |
| 87 | TALLAHASSEE-THOMASVILLE | 1,700 | .05 |
| 89 | GREENSBORO-WINSTON SALEM-HIGH POINT | 1,600 | .05 |
| 89 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,600 | .05 |
| 91 | LINCOLN-HASTINGS-KEARNEY | 1,500 | .05 |
| 91 | NASHVILLE | 1,500 | .05 |
| 91 | SPOKANE | 1,500 | .05 |
| 91 | WATERTOWN-CARTHAGE | 1,500 | .05 |
| 95 | CINCINNATI | 1,400 | .04 |
| 95 | DES MOINES | 1,400 | .04 |
| 95 | MADISON | 1,400 | .04 |
| 98 | BATON ROUGE | 1,300 | .04 |
| 98 | EUGENE | 1,300 | .04 |
| 98 | GREENVILLE-NEW BERN-WASHINGTON | 1,300 | .04 |
| 98 | SHREVEPORT-TEXARKANA | 1,300 | .04 |
| 98 | TOPEKA | 1,300 | .04 |
| 103 | AUGUSTA | 1,200 | .04 |
| 103 | COLUMBIA, SC | 1,200 | .04 |
| 103 | DAYTON | 1,200 | .04 |
| 103 | FT. SMITH | 1,200 | .04 |
| 107 | FT. WAYNE | 1,100 | .03 |
| 107 | GRAND JUNCTION-DURANGO | 1,100 | .03 |
| 107 | LOUISVILLE | 1,100 | .03 |
| 107 | MEDFORD | 1,100 | .03 |
| 107 | SIOUX CITY | 1,100 | .03 |
| 112 | PEORIA-BLOOMINGTON | 1,000 | .03 |
| 113 | EUREKA | 900 | .03 |
| 113 | YOUNGSTOWN | 900 | .03 |
| 115 | BIRMINGHAM | 800 | .02 |
| 116 | BILOXI-GULFPORT-PASCAGOULA | 700 | .02 |
| 116 | HUNTSVILLE-DECATUR-FLORENCE | 700 | .02 |
| 116 | LEXINGTON | 700 | .02 |
| 116 | LITTLE ROCK | 700 | .02 |
| 120 | CHATTANOOGA | 600 | .02 |
| 120 | ERIE | 600 | .02 |
| 120 | SAVANNAH | 600 | .02 |
| 120 | WILKES BARRE-SCRANTON | 600 | .02 |
| 124 | BILLINGS-HARDIN | 500 | .02 |
| 124 | BINGHAMTON | 500 | .02 |
| 124 | GREEN BAY-APPLETON | 500 | .02 |
| 124 | KNOXVILLE | 500 | .02 |
| 124 | MACON | 500 | .02 |
| 124 | PANAMA CITY | 500 | .02 |
| 124 | PORTLAND-POLAND SPRING | 500 | .02 |
| 124 | ROANOKE-LYNCHBURG | 500 | .02 |
| 124 | SPRINGFIELD, MO | 500 | .02 |
| 133 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 400 | .01 |
| 133 | CHARLESTON-HUNTINGTON | 400 | .01 |
| 133 | COLUMBIA-JEFFERSON CITY | 400 | .01 |
| 133 | FARGO | 400 | .01 |
| 133 | LAFAYETTE, LA | 400 | .01 |
| 133 | MONTGOMERY-SELMA | 400 | .01 |
| 139 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 300 | .01 |
| 139 | EVANSVILLE | 300 | .01 |
| 139 | JACKSON, MS | 300 | .01 |
| 139 | JOHNSTOWN-ALTOONA | 300 | .01 |
| 139 | MISSOULA | 300 | .01 |
| 139 | MONROE-EL DORADO | 300 | .01 |
| 139 | TERRE HAUTE | 300 | .01 |
| 139 | WILMINGTON | 300 | .01 |
| 147 | BANGOR | 200 | .01 |
| 147 | DULUTH-SUPERIOR | 200 | .01 |
| 147 | GREAT FALLS | 200 | .01 |
| 147 | TRAVERSE CITY-CADILLAC | 200 | .01 |
| 151 | ALBANY, GA | 100 | - |
| 151 | JOPLIN-PITTSBURG | 100 | - |
| 151 | SIOUX FALLS-MITCHELL | 100 | - |
| 151 | WAUSAU-RHINELANDER | 100 | - |
| 151 | WHEELING-STEUBENVILLE | 100 | - |
| 156 | QUINCY-HANNIBAL | | |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL MEN 21-49

US TOTAL 38,245,500

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 3,451,500 | 9.02 |
| 2 | LOS ANGELES | 2,796,800 | 7.31 |
| 3 | CHICAGO | 1,758,300 | 4.60 |
| 4 | PHILADELPHIA | 1,053,800 | 2.76 |
| 5 | WASHINGTON, DC | 1,022,500 | 2.67 |
| 6 | DALLAS-FT. WORTH | 1,014,400 | 2.65 |
| 7 | DETROIT | 921,800 | 2.41 |
| 8 | HOUSTON | 918,200 | 2.40 |
| 9 | SAN FRANCISCO-OAKLAND-SAN JOSE | 893,200 | 2.34 |
| 10 | BOSTON | 885,400 | 2.32 |
| 11 | ATLANTA | 741,300 | 1.94 |
| 12 | SAN DIEGO | 654,700 | 1.71 |
| 13 | SEATTLE-TACOMA | 636,000 | 1.66 |
| 14 | MINNEAPOLIS-ST. PAUL | 610,800 | 1.60 |
| 15 | BALTIMORE | 550,700 | 1.44 |
| 16 | SACRAMENTO-STOCKTON | 536,300 | 1.40 |
| 17 | ST. LOUIS | 521,100 | 1.36 |
| 18 | PHOENIX | 498,100 | 1.30 |
| 19 | DENVER | 458,200 | 1.20 |
| 20 | ORLANDO-DAYTONA BEACH-MELBOURNE | 434,100 | 1.14 |
| 21 | CLEVELAND | 429,100 | 1.12 |
| 22 | TAMPA-ST. PETERSBURG | 423,000 | 1.11 |
| 23 | MIAMI-FT. LAUDERDALE | 416,500 | 1.09 |
| 24 | PITTSBURGH | 415,100 | 1.09 |
| 25 | PORTLAND, OR | 379,300 | .99 |
| 26 | HARTFORD-NEW HAVEN | 368,900 | .96 |
| 27 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 360,600 | .94 |
| 28 | KANSAS CITY | 356,600 | .93 |
| 29 | COLUMBUS, OH | 328,500 | .86 |
| 30 | CINCINNATI | 311,800 | .82 |
| 31 | HARRISBURG-YORK-LANCASTER-LEBANON | 310,800 | .81 |
| 32 | MILWAUKEE | 309,400 | .81 |
| 33 | PROVIDENCE-NEW BEDFORD | 307,300 | .80 |
| 34 | INDIANAPOLIS | 306,500 | .80 |
| 35 | SAN ANTONIO | 288,500 | .75 |
| 36 | SALT LAKE CITY | 285,200 | .75 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 277,600 | .73 |
| 38 | CHARLOTTE | 275,400 | .72 |
| 39 | NEW ORLEANS | 261,300 | .68 |
| 40 | BUFFALO | 242,800 | .63 |
| 41 | NASHVILLE | 232,500 | .61 |
| 42 | GREENVILLE-SPARTANBURG-ASHEVILLE | 230,100 | .60 |
| 43 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 229,600 | .60 |
| 44 | JACKSONVILLE | 223,500 | .58 |
| 45 | MEMPHIS | 215,300 | .56 |
| 46 | OKLAHOMA CITY | 214,400 | .56 |
| 47 | AUSTIN, TX | 212,800 | .56 |
| 47 | GREENSBORO-WINSTON SALEM-HIGH POINT | 212,800 | .56 |
| 49 | ROCHESTER, NY | 211,400 | .55 |
| 50 | DAYTON | 211,100 | .55 |
| 51 | LOUISVILLE | 204,400 | .53 |
| 52 | RICHMOND | 202,300 | .53 |
| 53 | ALBANY-SCHENECTADY-TROY | 193,300 | .51 |
| 54 | RALEIGH-DURHAM | 192,800 | .50 |
| 55 | BIRMINGHAM | 192,700 | .50 |
| 56 | LAS VEGAS | 191,300 | .50 |
| 57 | FLINT-SAGINAW-BAY CITY | 185,600 | .49 |
| 58 | MOBILE-PENSACOLA | 172,700 | .45 |
| 59 | ALBUQUERQUE | 163,700 | .43 |
| 60 | TULSA | 161,600 | .42 |
| 61 | TUCSON | 154,800 | .40 |
| 62 | SALINAS-MONTEREY | 148,800 | .39 |
| 63 | FRESNO-VISALIA | 146,300 | .38 |
| 64 | SYRACUSE | 141,500 | .37 |
| 65 | OMAHA | 138,300 | .36 |
| 66 | TOLEDO | 137,000 | .36 |
| 67 | LANSING | 136,300 | .36 |
| 68 | KNOXVILLE | 133,900 | .35 |
| 69 | LITTLE ROCK | 129,900 | .34 |
| 70 | SPRINGFIELD, MA | 127,800 | .33 |
| 71 | CHARLESTON, SC | 127,200 | .33 |
| 72 | EL PASO | 125,700 | .33 |
| 73 | COLORADO SPRINGS-PUEBLO | 124,800 | .33 |
| 74 | WILKES BARRE-SCRANTON | 123,900 | .32 |
| 75 | SPRINGFIELD-DECATUR-CHAMPAIGN | 122,300 | .32 |
| 76 | WICHITA-HUTCHINSON | 121,300 | .32 |
| 77 | MCALLEN-BROWNSVILLE: LRGV | 118,100 | .31 |
| 78 | BATON ROUGE | 116,000 | .30 |
| 79 | CHARLESTON-HUNTINGTON | 111,400 | .29 |
| 80 | COLUMBIA, SC | 109,400 | .29 |
| 81 | BAKERSFIELD | 108,300 | .28 |
| 82 | DES MOINES | 107,300 | .28 |
| 83 | WACO-TEMPLE-BRYAN | 105,800 | .28 |
| 84 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 104,000 | .27 |
| 85 | SHREVEPORT-TEXARKANA | 100,100 | .26 |
| 86 | FT. WAYNE | 98,100 | .26 |
| 87 | PEORIA-BLOOMINGTON | 95,900 | .25 |
| 88 | LEXINGTON | 95,400 | .25 |
| 89 | SOUTH BEND-ELKHART | 94,200 | .25 |
| 90 | MADISON | 93,800 | .25 |
| 91 | YOUNGSTOWN | 93,700 | .24 |
| 92 | HUNTSVILLE-DECATUR-FLORENCE | 93,300 | .24 |
| 93 | ROANOKE-LYNCHBURG | 92,400 | .24 |
| 94 | CHATTANOOGA | 92,300 | .24 |
| 95 | FT. SMITH | 91,000 | .24 |
| 96 | SPOKANE | 90,600 | .24 |
| 97 | AUGUSTA | 88,500 | .23 |
| 98 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 87,500 | .23 |
| 99 | JACKSON, MS | 83,700 | .22 |
| 100 | CHICO-REDDING | 83,000 | .22 |
| 101 | PORTLAND-POLAND SPRING | 78,500 | .21 |
| 102 | GREEN BAY-APPLETON | 77,100 | .20 |
| 103 | LINCOLN-HASTINGS-KEARNEY | 75,500 | .20 |
| 104 | BURLINGTON-PLATTSBURGH | 74,500 | .19 |
| 105 | CORPUS CHRISTI | 73,500 | .19 |
| 106 | BEAUMONT-PORT ARTHUR | 71,500 | .19 |
| 106 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 71,500 | .19 |
| 108 | TALLAHASSEE-THOMASVILLE | 71,100 | .19 |
| 109 | MONTGOMERY-SELMA | 70,800 | .19 |
| 110 | ROCKFORD | 70,500 | .18 |
| 111 | JOHNSTOWN-ALTOONA | 70,000 | .18 |
| 112 | GREENVILLE-NEW BERN-WASHINGTON | 68,500 | .18 |
| 113 | RENO | 65,800 | .17 |
| 114 | BOISE | 65,400 | .17 |
| 115 | EVANSVILLE | 64,500 | .17 |
| 116 | MACON | 63,300 | .17 |
| 117 | EUGENE | 61,900 | .16 |
| 118 | TYLER-LONGVIEW-JACKSONVILLE | 60,900 | .16 |
| 119 | BILOXI-GULFPORT-PASCAGOULA | 60,000 | .16 |
| 120 | SAVANNAH | 58,800 | .15 |
| 121 | WICHITA FALLS-LAWTON | 55,900 | .15 |
| 122 | BINGHAMTON | 55,700 | .15 |
| 122 | ERIE | 55,700 | .15 |
| 124 | COLUMBUS, GA | 55,600 | .15 |
| 125 | DULUTH-SUPERIOR | 53,500 | .14 |
| 126 | SPRINGFIELD, MO | 53,200 | .14 |
| 127 | LUBBOCK | 51,300 | .13 |
| 128 | ODESSA-MIDLAND | 49,800 | .13 |
| 129 | WHEELING-STEUBENVILLE | 49,700 | .13 |
| 130 | COLUMBIA-JEFFERSON CITY | 44,000 | .12 |
| 131 | MONROE-EL DORADO | 40,600 | .11 |
| 132 | AMARILLO | 39,700 | .10 |
| 133 | FARGO | 38,300 | .10 |
| 134 | TOPEKA | 37,500 | .10 |
| 134 | WILMINGTON | 37,500 | .10 |
| 134 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 37,500 | .10 |
| 137 | WAUSAU-RHINELANDER | 36,600 | .10 |
| 138 | LAFAYETTE, LA | 36,500 | .10 |
| 139 | IDAHO FALLS-POCATELLO | 35,600 | .09 |
| 140 | JOPLIN-PITTSBURG | 34,300 | .09 |
| 141 | TERRE HAUTE | 34,100 | .09 |
| 142 | ABILENE-SWEETWATER | 33,700 | .09 |
| 143 | SIOUX FALLS-MITCHELL | 33,200 | .09 |
| 144 | BANGOR | 32,400 | .08 |
| 145 | MEDFORD | 29,300 | .08 |
| 146 | PANAMA CITY | 29,000 | .08 |
| 147 | WATERTOWN-CARTHAGE | 28,100 | .07 |
| 148 | EUREKA | 26,800 | .07 |
| 149 | MISSOULA | 26,500 | .07 |
| 150 | BILLINGS-HARDIN | 23,500 | .06 |
| 151 | SIOUX CITY | 23,200 | .06 |
| 152 | ALBANY, GA | 22,400 | .06 |
| 153 | TRAVERSE CITY-CADILLAC | 19,800 | .05 |
| 154 | GRAND JUNCTION-DURANGO | 18,600 | .05 |
| 155 | QUINCY-HANNIBAL | 17,500 | .05 |
| 156 | GREAT FALLS | 16,400 | .04 |

## BLACK MEN 21-49

US TOTAL 4,745,100

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 595,700 | 12.55 |
| 2 | CHICAGO | 289,100 | 6.09 |
| 3 | WASHINGTON, DC | 246,500 | 5.19 |
| 4 | LOS ANGELES | 217,900 | 4.59 |
| 5 | PHILADELPHIA | 183,700 | 3.87 |
| 6 | ATLANTA | 179,600 | 3.78 |
| 7 | DETROIT | 177,300 | 3.74 |
| 8 | HOUSTON | 144,700 | 3.05 |
| 9 | BALTIMORE | 133,300 | 2.81 |
| 10 | DALLAS-FT. WORTH | 126,800 | 2.67 |
| 11 | SAN FRANCISCO-OAKLAND-SAN JOSE | 93,800 | 1.98 |
| 12 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 88,100 | 1.86 |
| 13 | MIAMI-FT. LAUDERDALE | 79,700 | 1.68 |
| 14 | NEW ORLEANS | 79,400 | 1.67 |
| 15 | MEMPHIS | 76,500 | 1.61 |
| 16 | ST. LOUIS | 76,300 | 1.61 |
| 17 | CLEVELAND | 66,100 | 1.39 |
| 18 | RICHMOND | 54,500 | 1.15 |
| 19 | BOSTON | 51,500 | 1.09 |
| 20 | CHARLOTTE | 49,400 | 1.04 |
| 21 | BIRMINGHAM | 46,400 | .98 |
| 22 | SAN DIEGO | 44,300 | .93 |
| 23 | RALEIGH-DURHAM | 42,400 | .89 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 41,100 | .87 |
| 25 | KANSAS CITY | 40,500 | .85 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 38,800 | .82 |
| 27 | JACKSONVILLE | 37,400 | .79 |
| 28 | COLUMBUS, OH | 36,800 | .78 |
| 29 | TAMPA-ST. PETERSBURG | 35,900 | .76 |
| 30 | HARTFORD-NEW HAVEN | 35,700 | .75 |
| 30 | MILWAUKEE | 35,700 | .75 |
| 32 | CINCINNATI | 34,800 | .73 |
| 33 | INDIANAPOLIS | 33,600 | .71 |
| 34 | JACKSON, MS | 32,500 | .68 |
| 35 | CHARLESTON, SC | 32,200 | .68 |
| 36 | MOBILE-PENSACOLA | 32,100 | .68 |
| 36 | SEATTLE-TACOMA | 32,100 | .68 |
| 38 | COLUMBIA, SC | 31,600 | .67 |
| 38 | SACRAMENTO-STOCKTON | 31,600 | .67 |
| 40 | NASHVILLE | 31,400 | .66 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 31,200 | .66 |
| 42 | PITTSBURGH | 31,100 | .66 |
| 43 | BATON ROUGE | 30,100 | .63 |
| 44 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 29,800 | .63 |
| 45 | SHREVEPORT-TEXARKANA | 27,400 | .58 |
| 46 | LITTLE ROCK | 26,000 | .55 |
| 47 | AUGUSTA | 25,300 | .53 |
| 48 | MONTGOMERY-SELMA | 24,700 | .52 |
| 49 | DENVER | 23,100 | .49 |
| 50 | BUFFALO | 23,000 | .48 |
| 50 | LOUISVILLE | 23,000 | .48 |
| 52 | DAYTON | 22,800 | .48 |
| 53 | MINNEAPOLIS-ST. PAUL | 22,500 | .47 |
| 54 | OKLAHOMA CITY | 21,800 | .46 |
| 55 | FLINT-SAGINAW-BAY CITY | 21,600 | .46 |
| 56 | WACO-TEMPLE-BRYAN | 20,100 | .42 |
| 57 | MACON | 19,800 | .42 |
| 58 | COLUMBUS, GA | 19,200 | .40 |
| 59 | GREENVILLE-NEW BERN-WASHINGTON | 19,000 | .40 |
| 60 | SAN ANTONIO | 18,900 | .40 |
| 61 | SAVANNAH | 18,000 | .38 |
| 62 | ROCHESTER, NY | 17,900 | .38 |
| 63 | TALLAHASSEE-THOMASVILLE | 17,600 | .37 |
| 64 | PHOENIX | 17,200 | .36 |
| 65 | AUSTIN, TX | 17,000 | .36 |
| 66 | LAS VEGAS | 16,900 | .36 |
| 67 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 16,200 | .34 |
| 68 | BEAUMONT-PORT ARTHUR | 15,200 | .32 |
| 69 | HUNTSVILLE-DECATUR-FLORENCE | 14,900 | .31 |
| 70 | ROANOKE-LYNCHBURG | 13,200 | .28 |
| 71 | HARRISBURG-YORK-LANCASTER-LEBANON | 13,100 | .28 |
| 72 | TOLEDO | 12,600 | .27 |
| 73 | LANSING | 12,100 | .25 |
| 74 | TULSA | 11,400 | .24 |
| 75 | TYLER-LONGVIEW-JACKSONVILLE | 11,000 | .23 |
| 76 | BILOXI-GULFPORT-PASCAGOULA | 10,800 | .23 |
| 77 | CHATTANOOGA | 10,500 | .22 |
| 77 | SPRINGFIELD-DECATUR-CHAMPAIGN | 10,500 | .22 |
| 79 | MONROE-EL DORADO | 10,400 | .22 |
| 80 | PORTLAND, OR | 10,200 | .21 |
| 81 | OMAHA | 10,100 | .21 |
| 82 | ALBANY-SCHENECTADY-TROY | 9,900 | .21 |
| 83 | ALBANY, GA | 9,300 | .20 |
| 84 | PROVIDENCE-NEW BEDFORD | 9,100 | .19 |
| 85 | COLORADO SPRINGS-PUEBLO | 8,500 | .18 |
| 85 | YOUNGSTOWN | 8,500 | .18 |
| 87 | SALINAS-MONTEREY | 8,400 | .18 |
| 88 | WICHITA-HUTCHINSON | 8,000 | .17 |
| 89 | LEXINGTON | 7,800 | .16 |
| 90 | SYRACUSE | 7,700 | .16 |
| 91 | WICHITA FALLS-LAWTON | 7,300 | .15 |
| 92 | LAFAYETTE, LA | 7,200 | .15 |
| 93 | SPRINGFIELD, MA | 7,100 | .15 |
| 94 | KNOXVILLE | 6,900 | .15 |
| 95 | BAKERSFIELD | 6,400 | .13 |
| 96 | FRESNO-VISALIA | 6,300 | .13 |
| 97 | EL PASO | 6,200 | .13 |
| 98 | WILMINGTON | 6,100 | .13 |
| 99 | FT. WAYNE | 5,800 | .12 |
| 100 | SOUTH BEND-ELKHART | 5,700 | .12 |
| 101 | PEORIA-BLOOMINGTON | 5,600 | .12 |
| 102 | TUCSON | 5,200 | .11 |
| 103 | ROCKFORD | 4,800 | .10 |
| 104 | CHARLESTON-HUNTINGTON | 4,200 | .09 |
| 104 | COLUMBIA-JEFFERSON CITY | 4,200 | .09 |
| 106 | ALBUQUERQUE | 3,800 | .08 |
| 107 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,600 | .08 |
| 108 | BURLINGTON-PLATTSBURGH | 3,500 | .07 |
| 108 | LUBBOCK | 3,500 | .07 |
| 110 | DES MOINES | 3,200 | .07 |
| 110 | SALT LAKE CITY | 3,200 | .07 |
| 110 | WATERTOWN-CARTHAGE | 3,200 | .07 |
| 113 | EVANSVILLE | 3,000 | .06 |
| 114 | MADISON | 2,800 | .06 |
| 115 | PANAMA CITY | 2,700 | .06 |
| 115 | TOPEKA | 2,700 | .06 |
| 117 | CORPUS CHRISTI | 2,600 | .05 |
| 118 | ERIE | 2,500 | .05 |
| 118 | ODESSA-MIDLAND | 2,500 | .05 |
| 120 | WILKES BARRE-SCRANTON | 2,400 | .05 |
| 121 | FT. SMITH | 2,200 | .05 |
| 122 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 2,100 | .04 |
| 123 | AMARILLO | 2,000 | .04 |
| 123 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 2,000 | .04 |
| 125 | ABILENE-SWEETWATER | 1,900 | .04 |
| 126 | TERRE HAUTE | 1,800 | .04 |
| 127 | LINCOLN-HASTINGS-KEARNEY | 1,600 | .03 |
| 127 | RENO | 1,600 | .03 |
| 127 | WHEELING-STEUBENVILLE | 1,600 | .03 |
| 130 | SPOKANE | 1,500 | .03 |
| 131 | JOHNSTOWN-ALTOONA | 1,400 | .03 |
| 132 | BINGHAMTON | 1,000 | .02 |
| 132 | CHICO-REDDING | 1,000 | .02 |
| 132 | SPRINGFIELD, MO | 1,000 | .02 |
| 135 | PORTLAND-POLAND SPRING | 800 | .02 |
| 136 | EUGENE | 600 | .01 |
| 137 | GREEN BAY-APPLETON | 500 | .01 |
| 137 | QUINCY-HANNIBAL | 500 | .01 |
| 137 | SIOUX CITY | 500 | .01 |
| 140 | BOISE | 400 | .01 |
| 140 | DULUTH-SUPERIOR | 400 | .01 |
| 140 | JOPLIN-PITTSBURG | 400 | .01 |
| 140 | MCALLEN-BROWNSVILLE: LRGV | 400 | .01 |
| 140 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 400 | .01 |
| 145 | EUREKA | 300 | .01 |
| 145 | GREAT FALLS | 300 | .01 |
| 145 | SIOUX FALLS-MITCHELL | 300 | .01 |
| 148 | BILLINGS-HARDIN | 200 | - |
| 148 | IDAHO FALLS-POCATELLO | 200 | - |
| 148 | WAUSAU-RHINELANDER | 200 | - |
| 151 | BANGOR | 100 | - |
| 151 | FARGO | 100 | - |
| 151 | GRAND JUNCTION-DURANGO | 100 | - |
| 151 | MEDFORD | 100 | - |
| 151 | MISSOULA | 100 | - |
| 151 | TRAVERSE CITY-CADILLAC | 100 | - |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC MEN 21-49

US TOTAL 4,448,000

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 1,049,700 | 23.60 |
| 2 | NEW YORK | 641,700 | 14.43 |
| 3 | CHICAGO | 232,700 | 5.23 |
| 4 | MIAMI-FT. LAUDERDALE | 218,200 | 4.91 |
| 5 | HOUSTON | 209,800 | 4.72 |
| 6 | DALLAS-FT. WORTH | 154,600 | 3.48 |
| 7 | SAN DIEGO | 135,300 | 3.04 |
| 8 | SAN ANTONIO | 134,400 | 3.02 |
| 9 | SAN FRANCISCO-OAKLAND-SAN JOSE | 130,600 | 2.94 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 103,000 | 2.32 |
| 11 | SACRAMENTO-STOCKTON | 91,800 | 2.06 |
| 12 | PHOENIX | 84,000 | 1.89 |
| 13 | EL PASO | 83,000 | 1.87 |
| 14 | WASHINGTON, DC | 72,900 | 1.64 |
| 15 | ALBUQUERQUE | 62,300 | 1.40 |
| 16 | FRESNO-VISALIA | 57,600 | 1.29 |
| 17 | DENVER | 53,700 | 1.21 |
| 18 | BOSTON | 49,900 | 1.12 |
| 19 | SALINAS-MONTEREY | 44,400 | 1.00 |
| 20 | AUSTIN, TX | 42,500 | .96 |
| 21 | PHILADELPHIA | 42,000 | .94 |
| 22 | TUCSON | 40,400 | .91 |
| 23 | CORPUS CHRISTI | 37,600 | .85 |
| 24 | BAKERSFIELD | 36,200 | .81 |
| 25 | TAMPA-ST. PETERSBURG | 34,000 | .76 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 32,900 | .74 |
| 27 | HARTFORD-NEW HAVEN | 28,500 | .64 |
| 28 | LAS VEGAS | 23,900 | .54 |
| 29 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 22,800 | .51 |
| 30 | SEATTLE-TACOMA | 20,800 | .47 |
| 31 | ATLANTA | 20,000 | .45 |
| 32 | PORTLAND, OR | 19,200 | .43 |
| 33 | DETROIT | 18,600 | .42 |
| 34 | COLORADO SPRINGS-PUEBLO | 17,300 | .39 |
| 35 | SALT LAKE CITY | 16,800 | .38 |
| 36 | PROVIDENCE-NEW BEDFORD | 14,400 | .32 |
| 37 | WACO-TEMPLE-BRYAN | 14,300 | .32 |
| 38 | ODESSA-MIDLAND | 14,200 | .32 |
| 39 | LUBBOCK | 11,700 | .26 |
| 39 | MILWAUKEE | 11,700 | .26 |
| 39 | NEW ORLEANS | 11,700 | .26 |
| 42 | KANSAS CITY | 11,500 | .26 |
| 43 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 10,500 | .24 |
| 44 | CLEVELAND | 10,300 | .23 |
| 45 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 9,800 | .22 |
| 45 | SPRINGFIELD, MA | 9,800 | .22 |
| 47 | MINNEAPOLIS-ST. PAUL | 9,500 | .21 |
| 48 | OKLAHOMA CITY | 9,000 | .20 |
| 49 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 8,400 | .19 |
| 50 | BALTIMORE | 8,200 | .18 |
| 51 | CHICO-REDDING | 7,500 | .17 |
| 51 | HARRISBURG-YORK-LANCASTER-LEBANON | 7,500 | .17 |
| 53 | RENO | 7,200 | .16 |
| 54 | ROCHESTER, NY | 6,700 | .15 |
| 55 | JACKSONVILLE | 6,400 | .14 |
| 55 | ST. LOUIS | 6,400 | .14 |
| 57 | AMARILLO | 6,100 | .14 |
| 58 | ABILENE-SWEETWATER | 5,600 | .13 |
| 59 | FLINT-SAGINAW-BAY CITY | 5,500 | .12 |
| 60 | BUFFALO | 5,400 | .12 |
| 61 | WICHITA-HUTCHINSON | 5,200 | .12 |
| 62 | TYLER-LONGVIEW-JACKSONVILLE | 4,900 | .11 |
| 63 | TOLEDO | 4,700 | .11 |
| 64 | ALBANY-SCHENECTADY-TROY | 4,600 | .10 |
| 64 | LANSING | 4,600 | .10 |
| 64 | WICHITA FALLS-LAWTON | 4,600 | .10 |
| 67 | BOISE | 4,300 | .10 |
| 68 | OMAHA | 4,100 | .09 |
| 69 | TULSA | 3,600 | .08 |
| 70 | BEAUMONT-PORT ARTHUR | 3,500 | .08 |
| 70 | CHARLOTTE | 3,500 | .08 |
| 72 | COLUMBUS, OH | 3,200 | .07 |
| 73 | INDIANAPOLIS | 3,100 | .07 |
| 73 | RALEIGH-DURHAM | 3,100 | .07 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 2,800 | .06 |
| 76 | MOBILE-PENSACOLA | 2,700 | .06 |
| 76 | PITTSBURGH | 2,700 | .06 |
| 76 | RICHMOND | 2,700 | .06 |
| 79 | ROCKFORD | 2,500 | .06 |
| 80 | IDAHO FALLS-POCATELLO | 2,400 | .05 |
| 81 | BURLINGTON-PLATTSBURGH | 2,300 | .05 |
| 81 | MEMPHIS | 2,300 | .05 |
| 81 | SOUTH BEND-ELKHART | 2,300 | .05 |
| 81 | TALLAHASSEE-THOMASVILLE | 2,300 | .05 |
| 85 | CHARLESTON, SC | 2,200 | .05 |
| 85 | COLUMBUS, GA | 2,200 | .05 |
| 85 | GREENVILLE-SPARTANBURG-ASHEVILLE | 2,200 | .05 |
| 85 | SYRACUSE | 2,200 | .05 |
| 89 | NASHVILLE | 2,100 | .05 |
| 90 | GREENSBORO-WINSTON SALEM-HIGH POINT | 2,000 | .04 |
| 91 | LINCOLN-HASTINGS-KEARNEY | 1,900 | .04 |
| 91 | SPOKANE | 1,900 | .04 |
| 91 | TOPEKA | 1,900 | .04 |
| 94 | BATON ROUGE | 1,800 | .04 |
| 94 | DES MOINES | 1,800 | .04 |
| 94 | SHREVEPORT-TEXARKANA | 1,800 | .04 |
| 94 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,800 | .04 |
| 98 | CINCINNATI | 1,700 | .04 |
| 98 | DAYTON | 1,700 | .04 |
| 98 | EUGENE | 1,700 | .04 |
| 98 | GRAND JUNCTION-DURANGO | 1,700 | .04 |
| 98 | MADISON | 1,700 | .04 |
| 103 | FT. WAYNE | 1,600 | .04 |
| 103 | MEDFORD | 1,600 | .04 |
| 103 | WATERTOWN-CARTHAGE | 1,600 | .04 |
| 106 | COLUMBIA, SC | 1,500 | .03 |
| 106 | LOUISVILLE | 1,500 | .03 |
| 106 | YOUNGSTOWN | 1,500 | .03 |
| 109 | AUGUSTA | 1,400 | .03 |
| 110 | EUREKA | 1,300 | .03 |
| 110 | FT. SMITH | 1,300 | .03 |
| 112 | LITTLE ROCK | 1,200 | .03 |
| 112 | PEORIA-BLOOMINGTON | 1,200 | .03 |
| 112 | SIOUX CITY | 1,200 | .03 |
| 115 | GREENVILLE-NEW BERN-WASHINGTON | 1,100 | .02 |
| 115 | HUNTSVILLE-DECATUR-FLORENCE | 1,100 | .02 |
| 115 | WILKES BARRE-SCRANTON | 1,100 | .02 |
| 118 | BIRMINGHAM | 1,000 | .02 |
| 118 | LEXINGTON | 1,000 | .02 |
| 120 | BILOXI-GULFPORT-PASCAGOULA | 900 | .02 |
| 120 | SAVANNAH | 900 | .02 |
| 122 | KNOXVILLE | 800 | .02 |
| 123 | BILLINGS-HARDIN | 700 | .02 |
| 123 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 700 | .02 |
| 123 | CHATTANOOGA | 700 | .02 |
| 123 | ERIE | 700 | .02 |
| 123 | MACON | 700 | .02 |
| 123 | PORTLAND-POLAND SPRING | 700 | .02 |
| 129 | BINGHAMTON | 600 | .01 |
| 129 | CHARLESTON-HUNTINGTON | 600 | .01 |
| 129 | GREEN BAY-APPLETON | 600 | .01 |
| 129 | PANAMA CITY | 600 | .01 |
| 129 | ROANOKE-LYNCHBURG | 600 | .01 |
| 129 | SPRINGFIELD, MO | 600 | .01 |
| 135 | COLUMBIA-JEFFERSON CITY | 500 | .01 |
| 135 | LAFAYETTE, LA | 500 | .01 |
| 135 | MISSOULA | 500 | .01 |
| 135 | MONTGOMERY-SELMA | 500 | .01 |
| 135 | TERRE HAUTE | 500 | .01 |
| 140 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 400 | .01 |
| 140 | EVANSVILLE | 400 | .01 |
| 140 | JOHNSTOWN-ALTOONA | 400 | .01 |
| 140 | MONROE-EL DORADO | 400 | .01 |
| 144 | ALBANY, GA | 300 | .01 |
| 144 | FARGO | 300 | .01 |
| 144 | GREAT FALLS | 300 | .01 |
| 144 | JACKSON, MS | 300 | .01 |
| 144 | WILMINGTON | 300 | .01 |
| 149 | DULUTH-SUPERIOR | 200 | - |
| 149 | JOPLIN-PITTSBURG | 200 | - |
| 149 | WAUSAU-RHINELANDER | 200 | - |
| 149 | WHEELING-STEUBENVILLE | 200 | - |
| 153 | BANGOR | 100 | - |
| 153 | SIOUX FALLS-MITCHELL | 100 | - |
| 153 | TRAVERSE CITY-CADILLAC | 100 | - |
| 156 | QUINCY-HANNIBAL | | |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**ALL MEN 25-49** US TOTAL 32,860,700

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 2,970,600 | 9.04 |
| 2 | LOS ANGELES | 2,343,200 | 7.13 |
| 3 | CHICAGO | 1,517,400 | 4.62 |
| 4 | PHILADELPHIA | 906,100 | 2.76 |
| 5 | WASHINGTON, DC | 886,800 | 2.70 |
| 6 | DALLAS-FT. WORTH | 879,200 | 2.68 |
| 7 | DETROIT | 802,300 | 2.44 |
| 8 | HOUSTON | 801,400 | 2.44 |
| 9 | SAN FRANCISCO-OAKLAND-SAN JOSE | 779,300 | 2.37 |
| 10 | BOSTON | 750,600 | 2.28 |
| 11 | ATLANTA | 646,300 | 1.97 |
| 12 | SEATTLE-TACOMA | 556,000 | 1.69 |
| 13 | SAN DIEGO | 535,700 | 1.63 |
| 14 | MINNEAPOLIS-ST. PAUL | 534,400 | 1.63 |
| 15 | BALTIMORE | 476,900 | 1.45 |
| 16 | SACRAMENTO-STOCKTON | 463,200 | 1.41 |
| 17 | ST. LOUIS | 455,500 | 1.39 |
| 18 | PHOENIX | 427,100 | 1.30 |
| 19 | DENVER | 406,100 | 1.24 |
| 20 | CLEVELAND | 374,700 | 1.14 |
| 21 | ORLANDO-DAYTONA BEACH-MELBOURNE | 372,900 | 1.14 |
| 22 | TAMPA-ST. PETERSBURG | 369,700 | 1.13 |
| 23 | PITTSBURGH | 361,700 | 1.10 |
| 24 | MIAMI-FT. LAUDERDALE | 359,300 | 1.09 |
| 25 | PORTLAND, OR | 335,600 | 1.02 |
| 26 | HARTFORD-NEW HAVEN | 317,400 | .97 |
| 27 | KANSAS CITY | 314,600 | .96 |
| 28 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 292,900 | .89 |
| 29 | COLUMBUS, OH | 277,400 | .84 |
| 30 | HARRISBURG-YORK-LANCASTER-LEBANON | 270,100 | .82 |
| 31 | CINCINNATI | 269,600 | .82 |
| 32 | MILWAUKEE | 267,700 | .81 |
| 33 | INDIANAPOLIS | 263,200 | .80 |
| 34 | PROVIDENCE-NEW BEDFORD | 261,600 | .80 |
| 35 | SAN ANTONIO | 246,300 | .75 |
| 36 | CHARLOTTE | 238,200 | .73 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 238,100 | .72 |
| 38 | SALT LAKE CITY | 237,000 | .72 |
| 39 | NEW ORLEANS | 226,400 | .69 |
| 40 | BUFFALO | 207,300 | .63 |
| 41 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 203,100 | .62 |
| 42 | NASHVILLE | 202,000 | .61 |
| 43 | GREENVILLE-SPARTANBURG-ASHEVILLE | 197,700 | .60 |
| 44 | JACKSONVILLE | 191,000 | .58 |
| 45 | MEMPHIS | 185,400 | .56 |
| 46 | OKLAHOMA CITY | 184,600 | .56 |
| 47 | GREENSBORO-WINSTON SALEM-HIGH POINT | 183,700 | .56 |
| 48 | DAYTON | 181,800 | .55 |
| 49 | ROCHESTER, NY | 181,200 | .55 |
| 50 | LOUISVILLE | 179,400 | .55 |
| 51 | AUSTIN, TX | 176,400 | .54 |
| 51 | RICHMOND | 176,400 | .54 |
| 53 | BIRMINGHAM | 167,900 | .51 |
| 54 | LAS VEGAS | 165,700 | .50 |
| 55 | ALBANY-SCHENECTADY-TROY | 164,200 | .50 |
| 56 | RALEIGH-DURHAM | 161,800 | .49 |
| 57 | FLINT-SAGINAW-BAY CITY | 161,500 | .49 |
| 58 | MOBILE-PENSACOLA | 148,300 | .45 |
| 59 | ALBUQUERQUE | 143,300 | .44 |
| 60 | TULSA | 142,100 | .43 |
| 61 | TUCSON | 131,100 | .40 |
| 62 | SALINAS-MONTEREY | 124,300 | .38 |
| 63 | FRESNO-VISALIA | 123,000 | .37 |
| 64 | OMAHA | 120,100 | .37 |
| 65 | SYRACUSE | 119,600 | .36 |
| 66 | TOLEDO | 116,400 | .35 |
| 67 | KNOXVILLE | 114,400 | .35 |
| 68 | LANSING | 113,200 | .34 |
| 69 | LITTLE ROCK | 112,400 | .34 |
| 70 | SPRINGFIELD, MA | 107,200 | .33 |
| 71 | WILKES BARRE-SCRANTON | 106,500 | .32 |
| 72 | WICHITA-HUTCHINSON | 106,100 | .32 |
| 73 | COLORADO SPRINGS-PUEBLO | 105,400 | .32 |
| 74 | CHARLESTON, SC | 105,000 | .32 |
| 75 | EL PASO | 104,700 | .32 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 102,400 | .31 |
| 77 | MCALLEN-BROWNSVILLE: LRGV | 98,800 | .30 |
| 78 | CHARLESTON-HUNTINGTON | 97,900 | .30 |
| 79 | BATON ROUGE | 97,800 | .30 |
| 80 | BAKERSFIELD | 93,400 | .28 |
| 81 | COLUMBIA, SC | 93,000 | .28 |
| 82 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 90,000 | .27 |
| 83 | DES MOINES | 89,000 | .27 |
| 84 | SHREVEPORT-TEXARKANA | 87,100 | .27 |
| 85 | FT. WAYNE | 85,800 | .26 |
| 86 | WACO-TEMPLE-BRYAN | 82,100 | .25 |
| 87 | YOUNGSTOWN | 81,800 | .25 |
| 88 | HUNTSVILLE-DECATUR-FLORENCE | 80,900 | .25 |
| 88 | PEORIA-BLOOMINGTON | 80,900 | .25 |
| 90 | ROANOKE-LYNCHBURG | 80,500 | .25 |
| 90 | SOUTH BEND-ELKHART | 80,500 | .25 |
| 92 | CHATTANOOGA | 80,200 | .24 |
| 93 | LEXINGTON | 79,500 | .24 |
| 94 | SPOKANE | 78,800 | .24 |
| 95 | FT. SMITH | 77,600 | .24 |
| 96 | MADISON | 77,100 | .23 |
| 97 | AUGUSTA | 76,400 | .23 |
| 98 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 74,900 | .23 |
| 99 | JACKSON, MS | 72,200 | .22 |
| 100 | CHICO-REDDING | 70,100 | .21 |
| 101 | PORTLAND-POLAND SPRING | 67,900 | .21 |
| 102 | GREEN BAY-APPLETON | 66,600 | .20 |
| 103 | CORPUS CHRISTI | 64,000 | .19 |
| 104 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 62,500 | .19 |
| 105 | BEAUMONT-PORT ARTHUR | 62,400 | .19 |
| 105 | BURLINGTON-PLATTSBURGH | 62,400 | .19 |
| 107 | LINCOLN-HASTINGS-KEARNEY | 62,200 | .19 |
| 108 | ROCKFORD | 61,900 | .19 |
| 109 | JOHNSTOWN-ALTOONA | 61,300 | .19 |
| 110 | MONTGOMERY-SELMA | 61,000 | .19 |
| 111 | RENO | 57,400 | .17 |
| 111 | TALLAHASSEE-THOMASVILLE | 57,400 | .17 |
| 113 | BOISE | 57,100 | .17 |
| 114 | EVANSVILLE | 56,800 | .17 |
| 115 | GREENVILLE-NEW BERN-WASHINGTON | 56,500 | .17 |
| 116 | MACON | 54,800 | .17 |
| 117 | EUGENE | 52,900 | .16 |
| 118 | TYLER-LONGVIEW-JACKSONVILLE | 52,700 | .16 |
| 119 | BILOXI-GULFPORT-PASCAGOULA | 51,400 | .16 |
| 120 | SAVANNAH | 50,300 | .15 |
| 121 | BINGHAMTON | 47,900 | .15 |
| 122 | ERIE | 47,200 | .14 |
| 123 | DULUTH-SUPERIOR | 46,700 | .14 |
| 124 | WICHITA FALLS-LAWTON | 45,700 | .14 |
| 125 | COLUMBUS, GA | 44,700 | .14 |
| 126 | SPRINGFIELD, MO | 44,300 | .13 |
| 127 | ODESSA-MIDLAND | 44,000 | .13 |
| 128 | WHEELING-STEUBENVILLE | 43,700 | .13 |
| 129 | LUBBOCK | 40,200 | .12 |
| 130 | COLUMBIA-JEFFERSON CITY | 35,400 | .11 |
| 131 | AMARILLO | 34,300 | .10 |
| 132 | MONROE-EL DORADO | 34,200 | .10 |
| 133 | TOPEKA | 32,800 | .10 |
| 134 | WAUSAU-RHINELANDER | 32,400 | .10 |
| 135 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 32,300 | .10 |
| 136 | WILMINGTON | 32,200 | .10 |
| 137 | LAFAYETTE, LA | 31,000 | .09 |
| 138 | IDAHO FALLS-POCATELLO | 30,900 | .09 |
| 139 | FARGO | 30,800 | .09 |
| 140 | JOPLIN-PITTSBURG | 29,200 | .09 |
| 141 | SIOUX FALLS-MITCHELL | 28,700 | .09 |
| 142 | TERRE HAUTE | 28,600 | .09 |
| 143 | ABILENE-SWEETWATER | 28,300 | .09 |
| 144 | BANGOR | 27,200 | .08 |
| 145 | MEDFORD | 26,000 | .08 |
| 146 | PANAMA CITY | 25,200 | .08 |
| 147 | EUREKA | 23,000 | .07 |
| 147 | MISSOULA | 23,000 | .07 |
| 149 | WATERTOWN-CARTHAGE | 22,300 | .07 |
| 150 | BILLINGS-HARDIN | 20,900 | .06 |
| 151 | SIOUX CITY | 20,100 | .06 |
| 152 | ALBANY, GA | 19,000 | .06 |
| 153 | TRAVERSE CITY-CADILLAC | 17,500 | .05 |
| 154 | GRAND JUNCTION-DURANGO | 16,500 | .05 |
| 155 | QUINCY-HANNIBAL | 15,300 | .05 |
| 156 | GREAT FALLS | 14,300 | .04 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK MEN 25-49

US TOTAL 3,980,700

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 500,000 | 12.56 |
| 2 | CHICAGO | 244,400 | 6.14 |
| 3 | WASHINGTON, DC | 210,600 | 5.29 |
| 4 | LOS ANGELES | 183,100 | 4.60 |
| 5 | PHILADELPHIA | 153,300 | 3.85 |
| 6 | ATLANTA | 152,400 | 3.83 |
| 7 | DETROIT | 150,400 | 3.78 |
| 8 | HOUSTON | 123,300 | 3.10 |
| 9 | BALTIMORE | 112,900 | 2.84 |
| 10 | DALLAS-FT. WORTH | 107,200 | 2.69 |
| 11 | SAN FRANCISCO-OAKLAND-SAN JOSE | 79,700 | 2.00 |
| 12 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 69,700 | 1.75 |
| 13 | MIAMI-FT. LAUDERDALE | 68,200 | 1.71 |
| 14 | NEW ORLEANS | 66,600 | 1.67 |
| 15 | ST. LOUIS | 64,200 | 1.61 |
| 16 | MEMPHIS | 64,100 | 1.61 |
| 17 | CLEVELAND | 57,000 | 1.43 |
| 18 | RICHMOND | 46,400 | 1.17 |
| 19 | BOSTON | 42,800 | 1.08 |
| 20 | CHARLOTTE | 41,600 | 1.05 |
| 21 | BIRMINGHAM | 39,700 | 1.00 |
| 22 | RALEIGH-DURHAM | 35,100 | .88 |
| 23 | KANSAS CITY | 34,700 | .87 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 34,300 | .86 |
| 25 | SAN DIEGO | 33,300 | .84 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 31,900 | .80 |
| 27 | JACKSONVILLE | 30,900 | .78 |
| 28 | TAMPA-ST. PETERSBURG | 30,600 | .77 |
| 29 | COLUMBUS, OH | 30,500 | .77 |
| 30 | CINCINNATI | 29,700 | .75 |
| 30 | MILWAUKEE | 29,700 | .75 |
| 32 | HARTFORD-NEW HAVEN | 29,300 | .74 |
| 33 | INDIANAPOLIS | 28,200 | .71 |
| 34 | MOBILE-PENSACOLA | 27,100 | .68 |
| 35 | JACKSON, MS | 27,000 | .68 |
| 36 | SEATTLE-TACOMA | 26,800 | .67 |
| 37 | CHARLESTON, SC | 26,600 | .67 |
| 37 | SACRAMENTO-STOCKTON | 26,600 | .67 |
| 39 | COLUMBIA, SC | 26,400 | .66 |
| 39 | GREENVILLE-SPARTANBURG-ASHEVILLE | 26,400 | .66 |
| 39 | NASHVILLE | 26,400 | .66 |
| 42 | PITTSBURGH | 26,200 | .66 |
| 43 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 25,600 | .64 |
| 44 | BATON ROUGE | 24,900 | .63 |
| 45 | SHREVEPORT-TEXARKANA | 23,200 | .58 |
| 46 | LITTLE ROCK | 21,600 | .54 |
| 47 | AUGUSTA | 21,300 | .54 |
| 48 | MONTGOMERY-SELMA | 20,400 | .51 |
| 49 | DENVER | 20,100 | .50 |
| 50 | LOUISVILLE | 19,700 | .49 |
| 51 | MINNEAPOLIS-ST. PAUL | 19,300 | .48 |
| 52 | BUFFALO | 19,100 | .48 |
| 52 | DAYTON | 19,100 | .48 |
| 54 | FLINT-SAGINAW-BAY CITY | 18,400 | .46 |
| 55 | OKLAHOMA CITY | 18,300 | .46 |
| 56 | MACON | 16,900 | .42 |
| 57 | GREENVILLE-NEW BERN-WASHINGTON | 16,000 | .40 |
| 58 | SAN ANTONIO | 15,900 | .40 |
| 59 | COLUMBUS, GA | 15,700 | .39 |
| 60 | ROCHESTER, NY | 14,900 | .37 |
| 61 | SAVANNAH | 14,800 | .37 |
| 61 | WACO-TEMPLE-BRYAN | 14,800 | .37 |
| 63 | PHOENIX | 14,400 | .36 |
| 64 | LAS VEGAS | 14,100 | .35 |
| 65 | AUSTIN, TX | 14,000 | .35 |
| 65 | TALLAHASSEE-THOMASVILLE | 14,000 | .35 |
| 67 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 13,500 | .34 |
| 68 | BEAUMONT-PORT ARTHUR | 13,000 | .33 |
| 69 | HUNTSVILLE-DECATUR-FLORENCE | 12,100 | .30 |
| 70 | HARRISBURG-YORK-LANCASTER-LEBANON | 11,100 | .28 |
| 70 | ROANOKE-LYNCHBURG | 11,100 | .28 |
| 72 | TOLEDO | 10,500 | .26 |
| 73 | LANSING | 10,000 | .25 |
| 74 | TULSA | 9,600 | .24 |
| 75 | TYLER-LONGVIEW-JACKSONVILLE | 9,200 | .23 |
| 76 | BILOXI-GULFPORT-PASCAGOULA | 9,000 | .23 |
| 77 | CHATTANOOGA | 8,900 | .22 |
| 78 | PORTLAND, OR | 8,700 | .22 |
| 78 | SPRINGFIELD-DECATUR-CHAMPAIGN | 8,700 | .22 |
| 80 | MONROE-EL DORADO | 8,600 | .22 |
| 80 | OMAHA | 8,600 | .22 |
| 82 | ALBANY-SCHENECTADY-TROY | 7,800 | .20 |
| 83 | ALBANY, GA | 7,600 | .19 |
| 84 | PROVIDENCE-NEW BEDFORD | 7,500 | .19 |
| 85 | YOUNGSTOWN | 7,300 | .18 |
| 86 | WICHITA-HUTCHINSON | 6,700 | .17 |
| 87 | LEXINGTON | 6,600 | .17 |
| 88 | COLORADO SPRINGS-PUEBLO | 6,400 | .16 |
| 88 | SALINAS-MONTEREY | 6,400 | .16 |
| 90 | SYRACUSE | 6,200 | .16 |
| 91 | LAFAYETTE, LA | 5,900 | .15 |
| 92 | SPRINGFIELD, MA | 5,700 | .14 |
| 93 | KNOXVILLE | 5,600 | .14 |
| 94 | WICHITA FALLS-LAWTON | 5,400 | .14 |
| 95 | BAKERSFIELD | 5,300 | .13 |
| 96 | FRESNO-VISALIA | 5,200 | .13 |
| 97 | WILMINGTON | 5,100 | .13 |
| 98 | FT. WAYNE | 5,000 | .13 |
| 99 | EL PASO | 4,800 | .12 |
| 100 | SOUTH BEND-ELKHART | 4,700 | .12 |
| 101 | PEORIA-BLOOMINGTON | 4,600 | .12 |
| 102 | TUCSON | 4,300 | .11 |
| 103 | ROCKFORD | 4,100 | .10 |
| 104 | CHARLESTON-HUNTINGTON | 3,400 | .09 |
| 104 | COLUMBIA-JEFFERSON CITY | 3,400 | .09 |
| 105 | ALBUQUERQUE | 3,300 | .08 |
| 107 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,000 | .08 |
| 108 | BURLINGTON-PLATTSBURGH | 2,800 | .07 |
| 108 | LUBBOCK | 2,800 | .07 |
| 110 | DES MOINES | 2,700 | .07 |
| 111 | EVANSVILLE | 2,600 | .07 |
| 112 | SALT LAKE CITY | 2,500 | .06 |
| 113 | MADISON | 2,400 | .06 |
| 114 | PANAMA CITY | 2,300 | .06 |
| 115 | CORPUS CHRISTI | 2,200 | .06 |
| 115 | ODESSA-MIDLAND | 2,200 | .06 |
| 115 | TOPEKA | 2,200 | .06 |
| 118 | ERIE | 2,100 | .05 |
| 118 | WATERTOWN-CARTHAGE | 2,100 | .05 |
| 120 | WILKES BARRE-SCRANTON | 2,000 | .05 |
| 121 | FT. SMITH | 1,800 | .05 |
| 122 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,700 | .04 |
| 123 | ABILENE-SWEETWATER | 1,600 | .04 |
| 123 | AMARILLO | 1,600 | .04 |
| 123 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 1,600 | .04 |
| 126 | TERRE HAUTE | 1,500 | .04 |
| 127 | RENO | 1,400 | .04 |
| 127 | WHEELING-STEUBENVILLE | 1,400 | .04 |
| 129 | JOHNSTOWN-ALTOONA | 1,200 | .03 |
| 129 | LINCOLN-HASTINGS-KEARNEY | 1,200 | .03 |
| 129 | SPOKANE | 1,200 | .03 |
| 132 | BINGHAMTON | 800 | .02 |
| 132 | CHICO-REDDING | 800 | .02 |
| 132 | SPRINGFIELD, MO | 800 | .02 |
| 135 | PORTLAND-POLAND SPRING | 600 | .02 |
| 136 | EUGENE | 500 | .01 |
| 136 | QUINCY-HANNIBAL | 500 | .01 |
| 138 | JOPLIN-PITTSBURG | 400 | .01 |
| 138 | SIOUX CITY | 400 | .01 |
| 140 | BOISE | 300 | .01 |
| 140 | DULUTH-SUPERIOR | 300 | .01 |
| 140 | GREEN BAY-APPLETON | 300 | .01 |
| 140 | SIOUX FALLS-MITCHELL | 300 | .01 |
| 140 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 300 | .01 |
| 145 | EUREKA | 200 | .01 |
| 145 | GREAT FALLS | 200 | .01 |
| 145 | IDAHO FALLS-POCATELLO | 200 | .01 |
| 145 | MCALLEN-BROWNSVILLE: LRGV | 200 | .01 |
| 145 | WAUSAU-RHINELANDER | 200 | .01 |
| 150 | BANGOR | 100 | - |
| 150 | BILLINGS-HARDIN | 100 | - |
| 150 | FARGO | 100 | - |
| 150 | GRAND JUNCTION-DURANGO | 100 | - |
| 150 | MEDFORD | 100 | - |
| 150 | TRAVERSE CITY-CADILLAC | 100 | - |
| 156 | MISSOULA | | |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC MEN 25-49

US TOTAL 3,649,600

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 830,000 | 22.74 |
| 2 | NEW YORK | 540,500 | 14.81 |
| 3 | CHICAGO | 189,500 | 5.19 |
| 4 | MIAMI-FT. LAUDERDALE | 189,100 | 5.18 |
| 5 | HOUSTON | 174,600 | 4.78 |
| 6 | DALLAS-FT. WORTH | 124,200 | 3.40 |
| 7 | SAN ANTONIO | 113,600 | 3.11 |
| 8 | SAN FRANCISCO-OAKLAND-SAN JOSE | 106,900 | 2.93 |
| 9 | SAN DIEGO | 106,600 | 2.92 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 86,400 | 2.37 |
| 11 | SACRAMENTO-STOCKTON | 75,700 | 2.07 |
| 12 | EL PASO | 70,000 | 1.92 |
| 13 | PHOENIX | 68,800 | 1.89 |
| 14 | WASHINGTON, DC | 59,500 | 1.63 |
| 15 | ALBUQUERQUE | 53,600 | 1.47 |
| 16 | FRESNO-VISALIA | 46,900 | 1.29 |
| 17 | DENVER | 45,900 | 1.26 |
| 18 | BOSTON | 40,500 | 1.11 |
| 19 | SALINAS-MONTEREY | 35,600 | .98 |
| 20 | PHILADELPHIA | 34,500 | .95 |
| 21 | AUSTIN, TX | 34,300 | .94 |
| 22 | TUCSON | 33,900 | .93 |
| 23 | CORPUS CHRISTI | 32,200 | .88 |
| 24 | BAKERSFIELD | 29,800 | .82 |
| 25 | TAMPA-ST. PETERSBURG | 28,600 | .78 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 27,400 | .75 |
| 27 | HARTFORD-NEW HAVEN | 23,300 | .64 |
| 28 | LAS VEGAS | 19,700 | .54 |
| 29 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 19,000 | .52 |
| 30 | SEATTLE-TACOMA | 17,300 | .47 |
| 31 | ATLANTA | 15,900 | .44 |
| 32 | DETROIT | 15,800 | .43 |
| 33 | PORTLAND, OR | 15,500 | .42 |
| 34 | COLORADO SPRINGS-PUEBLO | 14,700 | .40 |
| 35 | SALT LAKE CITY | 13,700 | .38 |
| 36 | ODESSA-MIDLAND | 11,900 | .33 |
| 37 | PROVIDENCE-NEW BEDFORD | 11,800 | .32 |
| 38 | WACO-TEMPLE-BRYAN | 11,400 | .31 |
| 39 | NEW ORLEANS | 10,100 | .28 |
| 40 | KANSAS CITY | 9,800 | .27 |
| 40 | MILWAUKEE | 9,800 | .27 |
| 42 | LUBBOCK | 9,600 | .26 |
| 43 | CLEVELAND | 8,800 | .24 |
| 44 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 8,400 | .23 |
| 45 | MINNEAPOLIS-ST. PAUL | 8,000 | .22 |
| 45 | SPRINGFIELD, MA | 8,000 | .22 |
| 47 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 7,200 | .20 |
| 48 | OKLAHOMA CITY | 7,100 | .19 |
| 49 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 6,800 | .19 |
| 50 | BALTIMORE | 6,700 | .18 |
| 51 | HARRISBURG-YORK-LANCASTER-LEBANON | 6,200 | .17 |
| 52 | CHICO-REDDING | 6,100 | .17 |
| 53 | RENO | 5,700 | .16 |
| 54 | ROCHESTER, NY | 5,600 | .15 |
| 55 | ST. LOUIS | 5,400 | .15 |
| 56 | JACKSONVILLE | 5,200 | .14 |
| 57 | AMARILLO | 5,100 | .14 |
| 58 | FLINT-SAGINAW-BAY CITY | 4,700 | .13 |
| 59 | ABILENE-SWEETWATER | 4,600 | .13 |
| 60 | WICHITA-HUTCHINSON | 4,400 | .12 |
| 61 | BUFFALO | 4,300 | .12 |
| 62 | TOLEDO | 3,900 | .11 |
| 62 | TYLER-LONGVIEW-JACKSONVILLE | 3,900 | .11 |
| 64 | ALBANY-SCHENECTADY-TROY | 3,700 | .10 |
| 64 | LANSING | 3,700 | .10 |
| 66 | BOISE | 3,600 | .10 |
| 66 | WICHITA FALLS-LAWTON | 3,600 | .10 |
| 68 | OMAHA | 3,400 | .09 |
| 69 | BEAUMONT-PORT ARTHUR | 3,000 | .08 |
| 69 | TULSA | 3,000 | .08 |
| 71 | CHARLOTTE | 2,800 | .08 |
| 72 | INDIANAPOLIS | 2,600 | .07 |
| 73 | COLUMBUS, OH | 2,500 | .07 |
| 73 | RALEIGH-DURHAM | 2,500 | .07 |
| 75 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 2,400 | .07 |
| 75 | PITTSBURGH | 2,400 | .07 |
| 77 | RICHMOND | 2,300 | .06 |
| 78 | BURLINGTON-PLATTSBURGH | 2,100 | .06 |
| 78 | MOBILE-PENSACOLA | 2,100 | .06 |
| 78 | ROCKFORD | 2,100 | .06 |
| 81 | IDAHO FALLS-POCATELLO | 1,900 | .05 |
| 81 | MEMPHIS | 1,900 | .05 |
| 81 | NASHVILLE | 1,900 | .05 |
| 84 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,800 | .05 |
| 84 | SOUTH BEND-ELKHART | 1,800 | .05 |
| 86 | COLUMBUS, GA | 1,700 | .05 |
| 86 | SYRACUSE | 1,700 | .05 |
| 86 | TALLAHASSEE-THOMASVILLE | 1,700 | .05 |
| 86 | TOPEKA | 1,700 | .05 |
| 90 | CHARLESTON, SC | 1,600 | .04 |
| 90 | GREENSBORO-WINSTON SALEM-HIGH POINT | 1,600 | .04 |
| 90 | LINCOLN-HASTINGS-KEARNEY | 1,600 | .04 |
| 90 | SPOKANE | 1,600 | .04 |
| 94 | BATON ROUGE | 1,500 | .04 |
| 94 | GRAND JUNCTION-DURANGO | 1,500 | .04 |
| 94 | SHREVEPORT-TEXARKANA | 1,500 | .04 |
| 97 | DAYTON | 1,400 | .04 |
| 97 | DES MOINES | 1,400 | .04 |
| 97 | EUGENE | 1,400 | .04 |
| 97 | FT. WAYNE | 1,400 | .04 |
| 97 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,400 | .04 |
| 102 | CINCINNATI | 1,300 | .04 |
| 102 | COLUMBIA, SC | 1,300 | .04 |
| 102 | MADISON | 1,300 | .04 |
| 102 | MEDFORD | 1,300 | .04 |
| 102 | YOUNGSTOWN | 1,300 | .04 |
| 107 | LOUISVILLE | 1,200 | .03 |
| 107 | WATERTOWN-CARTHAGE | 1,200 | .03 |
| 109 | AUGUSTA | 1,100 | .03 |
| 109 | FT. SMITH | 1,100 | .03 |
| 111 | EUREKA | 1,000 | .03 |
| 111 | HUNTSVILLE-DECATUR-FLORENCE | 1,000 | .03 |
| 111 | LITTLE ROCK | 1,000 | .03 |
| 111 | SIOUX CITY | 1,000 | .03 |
| 115 | PEORIA-BLOOMINGTON | 900 | .02 |
| 115 | WILKES BARRE-SCRANTON | 900 | .02 |
| 117 | BILOXI-GULFPORT-PASCAGOULA | 800 | .02 |
| 117 | LEXINGTON | 800 | .02 |
| 117 | SAVANNAH | 800 | .02 |
| 120 | BIRMINGHAM | 700 | .02 |
| 120 | KNOXVILLE | 700 | .02 |
| 120 | MACON | 700 | .02 |
| 123 | BILLINGS-HARDIN | 600 | .02 |
| 123 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 600 | .02 |
| 123 | CHARLESTON-HUNTINGTON | 600 | .02 |
| 123 | ERIE | 600 | .02 |
| 123 | GREENVILLE-NEW BERN-WASHINGTON | 600 | .02 |
| 123 | PORTLAND-POLAND SPRING | 600 | .02 |
| 129 | BINGHAMTON | 500 | .01 |
| 129 | CHATTANOOGA | 500 | .01 |
| 129 | GREEN BAY-APPLETON | 500 | .01 |
| 129 | LAFAYETTE, LA | 500 | .01 |
| 129 | MONTGOMERY-SELMA | 500 | .01 |
| 129 | PANAMA CITY | 500 | .01 |
| 129 | SPRINGFIELD, MO | 500 | .01 |
| 136 | COLUMBIA-JEFFERSON CITY | 400 | .01 |
| 136 | EVANSVILLE | 400 | .01 |
| 136 | JOHNSTOWN-ALTOONA | 400 | .01 |
| 136 | MISSOULA | 400 | .01 |
| 136 | TERRE HAUTE | 400 | .01 |
| 141 | ALBANY, GA | 300 | .01 |
| 141 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 300 | .01 |
| 141 | FARGO | 300 | .01 |
| 141 | JACKSON, MS | 300 | .01 |
| 141 | MONROE-EL DORADO | 300 | .01 |
| 141 | ROANOKE-LYNCHBURG | 300 | .01 |
| 141 | WILMINGTON | 300 | .01 |
| 148 | DULUTH-SUPERIOR | 200 | .01 |
| 148 | GREAT FALLS | 200 | .01 |
| 148 | JOPLIN-PITTSBURG | 200 | .01 |
| 148 | WHEELING-STEUBENVILLE | 200 | .01 |
| 152 | BANGOR | 100 | - |
| 152 | SIOUX FALLS-MITCHELL | 100 | - |
| 152 | TRAVERSE CITY-CADILLAC | 100 | - |
| 152 | WAUSAU-RHINELANDER | 100 | - |
| 156 | QUINCY-HANNIBAL | | |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL MEN 25-54

US TOTAL 36,754,700

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 3,359,500 | 9.14 |
| 2 | LOS ANGELES | 2,597,800 | 7.07 |
| 3 | CHICAGO | 1,701,800 | 4.63 |
| 4 | PHILADELPHIA | 1,018,200 | 2.77 |
| 5 | WASHINGTON, DC | 991,000 | 2.70 |
| 6 | DALLAS-FT. WORTH | 971,100 | 2.64 |
| 7 | DETROIT | 901,500 | 2.45 |
| 8 | HOUSTON | 884,700 | 2.41 |
| 9 | SAN FRANCISCO-OAKLAND-SAN JOSE | 869,000 | 2.36 |
| 10 | BOSTON | 836,000 | 2.27 |
| 11 | ATLANTA | 716,000 | 1.95 |
| 12 | SEATTLE-TACOMA | 616,800 | 1.68 |
| 13 | MINNEAPOLIS-ST. PAUL | 591,100 | 1.61 |
| 14 | SAN DIEGO | 586,500 | 1.60 |
| 15 | BALTIMORE | 534,200 | 1.45 |
| 16 | SACRAMENTO-STOCKTON | 514,800 | 1.40 |
| 17 | ST. LOUIS | 512,500 | 1.39 |
| 18 | PHOENIX | 474,200 | 1.29 |
| 19 | DENVER | 449,900 | 1.22 |
| 20 | CLEVELAND | 424,000 | 1.15 |
| 21 | TAMPA-ST. PETERSBURG | 417,300 | 1.14 |
| 22 | ORLANDO-DAYTONA BEACH-MELBOURNE | 417,200 | 1.14 |
| 23 | MIAMI-FT. LAUDERDALE | 410,900 | 1.12 |
| 24 | PITTSBURGH | 410,300 | 1.12 |
| 25 | PORTLAND, OR | 373,500 | 1.02 |
| 26 | HARTFORD-NEW HAVEN | 355,400 | .97 |
| 27 | KANSAS CITY | 352,100 | .96 |
| 28 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 322,500 | .88 |
| 29 | COLUMBUS, OH | 308,900 | .84 |
| 30 | HARRISBURG-YORK-LANCASTER-LEBANON | 304,700 | .83 |
| 31 | CINCINNATI | 302,500 | .82 |
| 32 | MILWAUKEE | 300,100 | .82 |
| 33 | INDIANAPOLIS | 294,700 | .80 |
| 34 | PROVIDENCE-NEW BEDFORD | 292,900 | .80 |
| 35 | SAN ANTONIO | 274,200 | .75 |
| 36 | CHARLOTTE | 267,000 | .73 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 266,300 | .72 |
| 38 | SALT LAKE CITY | 262,200 | .71 |
| 39 | NEW ORLEANS | 252,700 | .69 |
| 40 | BUFFALO | 234,100 | .64 |
| 41 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 228,300 | .62 |
| 42 | NASHVILLE | 226,700 | .62 |
| 43 | GREENVILLE-SPARTANBURG-ASHEVILLE | 225,000 | .61 |
| 44 | JACKSONVILLE | 213,100 | .58 |
| 45 | GREENSBORO-WINSTON SALEM-HIGH POINT | 208,100 | .57 |
| 46 | OKLAHOMA CITY | 207,100 | .56 |
| 47 | DAYTON | 206,900 | .56 |
| 48 | MEMPHIS | 206,600 | .56 |
| 49 | ROCHESTER, NY | 203,500 | .55 |
| 50 | LOUISVILLE | 202,100 | .55 |
| 51 | RICHMOND | 196,600 | .53 |
| 52 | AUSTIN, TX | 191,600 | .52 |
| 53 | BIRMINGHAM | 188,900 | .51 |
| 54 | LAS VEGAS | 187,700 | .51 |
| 55 | FLINT-SAGINAW-BAY CITY | 183,900 | .50 |
| 56 | ALBANY-SCHENECTADY-TROY | 183,600 | .50 |
| 57 | RALEIGH-DURHAM | 178,200 | .48 |
| 58 | MOBILE-PENSACOLA | 168,500 | .46 |
| 59 | TULSA | 159,800 | .43 |
| 60 | ALBUQUERQUE | 159,000 | .43 |
| 61 | TUCSON | 145,900 | .40 |
| 62 | FRESNO-VISALIA | 136,500 | .37 |
| 63 | SALINAS-MONTEREY | 135,900 | .37 |
| 64 | SYRACUSE | 134,200 | .37 |
| 65 | OMAHA | 133,900 | .36 |
| 66 | TOLEDO | 130,800 | .36 |
| 67 | KNOXVILLE | 130,100 | .35 |
| 68 | LITTLE ROCK | 126,600 | .34 |
| 69 | LANSING | 126,100 | .34 |
| 70 | WILKES BARRE-SCRANTON | 121,400 | .33 |
| 71 | SPRINGFIELD, MA | 119,500 | .33 |
| 72 | WICHITA-HUTCHINSON | 118,100 | .32 |
| 73 | COLORADO SPRINGS-PUEBLO | 116,700 | .32 |
| 73 | EL PASO | 116,700 | .32 |
| 75 | CHARLESTON, SC | 115,600 | .31 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 115,200 | .31 |
| 77 | CHARLESTON-HUNTINGTON | 112,400 | .31 |
| 78 | MCALLEN-BROWNSVILLE: LRGV | 110,300 | .30 |
| 79 | BATON ROUGE | 108,900 | .30 |
| 80 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 104,400 | .28 |
| 81 | BAKERSFIELD | 103,400 | .28 |
| 82 | COLUMBIA, SC | 102,800 | .28 |
| 83 | DES MOINES | 99,500 | .27 |
| 84 | SHREVEPORT-TEXARKANA | 98,800 | .27 |
| 85 | FT. WAYNE | 96,000 | .26 |
| 86 | YOUNGSTOWN | 93,600 | .25 |
| 87 | HUNTSVILLE-DECATUR-FLORENCE | 91,900 | .25 |
| 88 | PEORIA-BLOOMINGTON | 91,600 | .25 |
| 89 | CHATTANOOGA | 91,400 | .25 |
| 90 | ROANOKE-LYNCHBURG | 91,300 | .25 |
| 91 | WACO-TEMPLE-BRYAN | 90,800 | .25 |
| 92 | SOUTH BEND-ELKHART | 90,000 | .24 |
| 93 | LEXINGTON | 88,900 | .24 |
| 94 | SPOKANE | 88,600 | .24 |
| 95 | FT. SMITH | 88,300 | .24 |
| 96 | AUGUSTA | 85,300 | .23 |
| 97 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 85,100 | .23 |
| 98 | MADISON | 84,500 | .23 |
| 99 | JACKSON, MS | 80,600 | .22 |
| 100 | CHICO-REDDING | 79,200 | .22 |
| 101 | PORTLAND-POLAND SPRING | 75,800 | .21 |
| 102 | GREEN BAY-APPLETON | 74,200 | .20 |
| 103 | CORPUS CHRISTI | 71,300 | .19 |
| 104 | BEAUMONT-PORT ARTHUR | 71,000 | .19 |
| 104 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 71,000 | .19 |
| 106 | ROCKFORD | 70,100 | .19 |
| 107 | JOHNSTOWN-ALTOONA | 69,900 | .19 |
| 108 | BURLINGTON-PLATTSBURGH | 69,200 | .19 |
| 109 | LINCOLN-HASTINGS-KEARNEY | 68,900 | .19 |
| 110 | MONTGOMERY-SELMA | 68,800 | .19 |
| 111 | RENO | 64,400 | .18 |
| 112 | EVANSVILLE | 64,100 | .17 |
| 113 | TALLAHASSEE-THOMASVILLE | 63,800 | .17 |
| 114 | BOISE | 63,700 | .17 |
| 114 | GREENVILLE-NEW BERN-WASHINGTON | 63,700 | .17 |
| 116 | MACON | 61,800 | .17 |
| 117 | TYLER-LONGVIEW-JACKSONVILLE | 59,600 | .16 |
| 118 | EUGENE | 59,300 | .16 |
| 119 | BILOXI-GULFPORT-PASCAGOULA | 58,500 | .16 |
| 120 | SAVANNAH | 56,400 | .15 |
| 121 | BINGHAMTON | 54,200 | .15 |
| 122 | ERIE | 53,100 | .14 |
| 123 | DULUTH-SUPERIOR | 52,800 | .14 |
| 124 | WICHITA FALLS-LAWTON | 50,900 | .14 |
| 125 | WHEELING-STEUBENVILLE | 50,400 | .14 |
| 126 | SPRINGFIELD, MO | 49,700 | .14 |
| 127 | COLUMBUS, GA | 49,600 | .13 |
| 128 | ODESSA-MIDLAND | 49,100 | .13 |
| 129 | LUBBOCK | 44,600 | .12 |
| 130 | COLUMBIA-JEFFERSON CITY | 38,800 | .11 |
| 131 | MONROE-EL DORADO | 38,700 | .11 |
| 132 | AMARILLO | 38,500 | .10 |
| 133 | TOPEKA | 36,900 | .10 |
| 134 | WAUSAU-RHINELANDER | 36,700 | .10 |
| 135 | WILMINGTON | 36,500 | .10 |
| 136 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 36,400 | .10 |
| 137 | IDAHO FALLS-POCATELLO | 34,700 | .09 |
| 138 | LAFAYETTE, LA | 34,300 | .09 |
| 139 | FARGO | 34,100 | .09 |
| 140 | JOPLIN-PITTSBURG | 33,100 | .09 |
| 141 | TERRE HAUTE | 32,300 | .09 |
| 142 | ABILENE-SWEETWATER | 32,000 | .09 |
| 143 | SIOUX FALLS-MITCHELL | 31,800 | .09 |
| 144 | BANGOR | 30,600 | .08 |
| 145 | MEDFORD | 29,500 | .08 |
| 146 | PANAMA CITY | 28,500 | .08 |
| 147 | MISSOULA | 26,000 | .07 |
| 148 | EUREKA | 25,600 | .07 |
| 149 | WATERTOWN-CARTHAGE | 24,500 | .07 |
| 150 | BILLINGS-HARDIN | 23,500 | .06 |
| 151 | SIOUX CITY | 22,500 | .06 |
| 152 | ALBANY, GA | 21,400 | .06 |
| 153 | TRAVERSE CITY-CADILLAC | 19,500 | .05 |
| 154 | GRAND JUNCTION-DURANGO | 18,700 | .05 |
| 155 | QUINCY-HANNIBAL | 17,400 | .05 |
| 156 | GREAT FALLS | 16,200 | .04 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK MEN 25-54** US TOTAL 4,408,100

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 562,500 | 12.76 |
| 2 | CHICAGO | 274,700 | 6.23 |
| 3 | WASHINGTON, DC | 233,900 | 5.31 |
| 4 | LOS ANGELES | 203,600 | 4.62 |
| 5 | PHILADELPHIA | 172,000 | 3.90 |
| 6 | DETROIT | 166,800 | 3.78 |
| 7 | ATLANTA | 165,300 | 3.75 |
| 8 | HOUSTON | 134,600 | 3.05 |
| 9 | BALTIMORE | 125,000 | 2.84 |
| 10 | DALLAS-FT. WORTH | 116,400 | 2.64 |
| 11 | SAN FRANCISCO-OAKLAND-SAN JOSE | 88,200 | 2.00 |
| 12 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 76,400 | 1.73 |
| 13 | MIAMI-FT.LAUDERDALE | 76,200 | 1.73 |
| 14 | NEW ORLEANS | 73,800 | 1.67 |
| 15 | ST. LOUIS | 71,800 | 1.63 |
| 16 | MEMPHIS | 70,500 | 1.60 |
| 17 | CLEVELAND | 64,600 | 1.47 |
| 18 | RICHMOND | 51,200 | 1.16 |
| 19 | BOSTON | 46,600 | 1.06 |
| 20 | CHARLOTTE | 45,600 | 1.03 |
| 21 | BIRMINGHAM | 43,700 | .99 |
| 22 | KANSAS CITY | 38,400 | .87 |
| 23 | RALEIGH-DURHAM | 38,100 | .86 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 37,800 | .86 |
| 25 | SAN DIEGO | 35,800 | .81 |
| 26 | GREENSBORO-WINSTON SALEM-HIGH POINT | 35,300 | .80 |
| 27 | TAMPA-ST.PETERSBURG | 34,400 | .78 |
| 28 | JACKSONVILLE | 34,100 | .77 |
| 29 | COLUMBUS, OH | 33,400 | .76 |
| 30 | CINCINNATI | 33,300 | .76 |
| 31 | MILWAUKEE | 32,800 | .74 |
| 32 | HARTFORD-NEW HAVEN | 32,400 | .74 |
| 33 | INDIANAPOLIS | 31,500 | .71 |
| 34 | MOBILE-PENSACOLA | 30,300 | .69 |
| 35 | JACKSON, MS | 29,400 | .67 |
| 36 | GREENVILLE-SPARTANBURG-ASHEVILLE | 29,300 | .66 |
| 36 | SACRAMENTO-STOCKTON | 29,300 | .66 |
| 38 | CHARLESTON, SC | 29,200 | .66 |
| 38 | PITTSBURGH | 29,200 | .66 |
| 40 | NASHVILLE | 29,000 | .66 |
| 40 | SEATTLE-TACOMA | 29,000 | .66 |
| 42 | COLUMBIA, SC | 28,600 | .65 |
| 42 | WEST PALM BEACH-FT PIERCE-VERO BEACH | 28,600 | .65 |
| 44 | BATON ROUGE | 27,400 | .62 |
| 45 | SHREVEPORT-TEXARKANA | 25,800 | .59 |
| 46 | LITTLE ROCK | 23,500 | .53 |
| 47 | AUGUSTA | 23,300 | .53 |
| 48 | MONTGOMERY-SELMA | 22,400 | .51 |
| 49 | LOUISVILLE | 22,100 | .50 |
| 50 | DENVER | 22,000 | .50 |
| 51 | DAYTON | 21,800 | .49 |
| 52 | BUFFALO | 21,400 | .49 |
| 53 | MINNEAPOLIS-ST. PAUL | 20,700 | .47 |
| 54 | FLINT-SAGINAW-BAY CITY | 20,600 | .47 |
| 55 | OKLAHOMA CITY | 20,000 | .45 |
| 56 | MACON | 18,600 | .42 |
| 57 | GREENVILLE-NEW BERN-WASHINGTON | 17,800 | .40 |
| 58 | SAN ANTONIO | 17,600 | .40 |
| 59 | COLUMBUS, GA | 17,300 | .39 |
| 60 | ROCHESTER, NY | 16,600 | .38 |
| 61 | SAVANNAH | 16,500 | .37 |
| 62 | WACO-TEMPLE-BRYAN | 15,800 | .36 |
| 63 | PHOENIX | 15,700 | .36 |
| 64 | LAS VEGAS | 15,600 | .35 |
| 65 | TALLAHASSEE-THOMASVILLE | 15,300 | .35 |
| 66 | AUSTIN, TX | 15,100 | .34 |
| 67 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 14,800 | .34 |
| 68 | BEAUMONT-PORT ARTHUR | 14,500 | .33 |
| 69 | HUNTSVILLE-DECATUR-FLORENCE | 13,000 | .29 |
| 70 | ROANOKE-LYNCHBURG | 12,300 | .28 |
| 71 | HARRISBURG-YORK-LANCASTER-LEBANON | 12,100 | .27 |
| 72 | TOLEDO | 11,700 | .27 |
| 73 | LANSING | 10,700 | .24 |
| 74 | TULSA | 10,600 | .24 |
| 75 | TYLER-LONGVIEW-JACKSONVILLE | 10,200 | .23 |
| 76 | BILOXI-GULFPORT-PASCAGOULA | 10,000 | .23 |
| 77 | CHATTANOOGA | 9,900 | .22 |
| 78 | OMAHA | 9,600 | .22 |
| 78 | SPRINGFIELD-DECATUR-CHAMPAIGN | 9,600 | .22 |
| 80 | MONROE-EL DORADO | 9,400 | .21 |
| 80 | PORTLAND, OR | 9,400 | .21 |
| 82 | ALBANY-SCHENECTADY-TROY | 8,500 | .19 |
| 82 | YOUNGSTOWN | 8,500 | .19 |
| 84 | ALBANY, GA | 8,200 | .19 |
| 84 | PROVIDENCE-NEW BEDFORD | 8,200 | .19 |
| 86 | LEXINGTON | 7,400 | .17 |
| 87 | WICHITA-HUTCHINSON | 7,300 | .17 |
| 88 | SYRACUSE | 7,100 | .16 |
| 89 | COLORADO SPRINGS-PUEBLO | 6,900 | .16 |
| 90 | SALINAS-MONTEREY | 6,700 | .15 |
| 91 | LAFAYETTE, LA | 6,400 | .15 |
| 92 | KNOXVILLE | 6,200 | .14 |
| 92 | SPRINGFIELD, MA | 6,200 | .14 |
| 94 | WICHITA FALLS-LAWTON | 5,800 | .13 |
| 95 | BAKERSFIELD | 5,700 | .13 |
| 95 | FRESNO-VISALIA | 5,700 | .13 |
| 95 | WILMINGTON | 5,700 | .13 |
| 98 | FT. WAYNE | 5,600 | .13 |
| 99 | EL PASO | 5,200 | .12 |
| 99 | SOUTH BEND-ELKHART | 5,200 | .12 |
| 101 | PEORIA-BLOOMINGTON | 5,100 | .12 |
| 102 | TUCSON | 4,700 | .11 |
| 103 | ROCKFORD | 4,600 | .10 |
| 104 | CHARLESTON-HUNTINGTON | 3,700 | .08 |
| 105 | ALBUQUERQUE | 3,600 | .08 |
| 105 | COLUMBIA-JEFFERSON CITY | 3,600 | .08 |
| 107 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,400 | .08 |
| 108 | BURLINGTON-PLATTSBURGH | 3,000 | .07 |
| 108 | DES MOINES | 3,000 | .07 |
| 108 | EVANSVILLE | 3,000 | .07 |
| 108 | LUBBOCK | 3,000 | .07 |
| 112 | SALT LAKE CITY | 2,600 | .06 |
| 113 | MADISON | 2,500 | .06 |
| 113 | PANAMA CITY | 2,500 | .06 |
| 115 | CORPUS CHRISTI | 2,400 | .05 |
| 115 | ODESSA-MIDLAND | 2,400 | .05 |
| 115 | TOPEKA | 2,400 | .05 |
| 118 | ERIE | 2,300 | .05 |
| 119 | WATERTOWN-CARTHAGE | 2,100 | .05 |
| 119 | WILKES BARRE-SCRANTON | 2,100 | .05 |
| 121 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 2,000 | .05 |
| 121 | FT. SMITH | 2,000 | .05 |
| 123 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,900 | .04 |
| 124 | ABILENE-SWEETWATER | 1,700 | .04 |
| 124 | AMARILLO | 1,700 | .04 |
| 126 | TERRE HAUTE | 1,600 | .04 |
| 126 | WHEELING-STEUBENVILLE | 1,600 | .04 |
| 128 | RENO | 1,500 | .03 |
| 129 | SPOKANE | 1,300 | .03 |
| 130 | JOHNSTOWN-ALTOONA | 1,200 | .03 |
| 130 | LINCOLN-HASTINGS-KEARNEY | 1,200 | .03 |
| 132 | BINGHAMTON | 900 | .02 |
| 132 | SPRINGFIELD, MO | 900 | .02 |
| 134 | CHICO-REDDING | 800 | .02 |
| 135 | PORTLAND-POLAND SPRING | 600 | .01 |
| 136 | EUGENE | 500 | .01 |
| 136 | JOPLIN-PITTSBURG | 500 | .01 |
| 136 | QUINCY-HANNIBAL | 500 | .01 |
| 136 | SIOUX CITY | 500 | .01 |
| 140 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 400 | .01 |
| 141 | BOISE | 300 | .01 |
| 141 | DULUTH-SUPERIOR | 300 | .01 |
| 141 | EUREKA | 300 | .01 |
| 141 | GREAT FALLS | 300 | .01 |
| 141 | GREEN BAY-APPLETON | 300 | .01 |
| 141 | SIOUX FALLS-MITCHELL | 300 | .01 |
| 147 | IDAHO FALLS-POCATELLO | 200 | - |
| 147 | MCALLEN-BROWNSVILLE: LRGV | 200 | - |
| 147 | WAUSAU-RHINELANDER | 200 | - |
| 150 | BANGOR | 100 | - |
| 150 | BILLINGS-HARDIN | 100 | - |
| 150 | FARGO | 100 | - |
| 150 | GRAND JUNCTION-DURANGO | 100 | - |
| 150 | MEDFORD | 100 | - |
| 150 | TRAVERSE CITY-CADILLAC | 100 | - |
| 156 | MISSOULA | | |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC MEN 25-54

US TOTAL 3,986,800

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 888,100 | 22.39 |
| 2 | NEW YORK | 599,700 | 15.12 |
| 3 | MIAMI-FT.LAUDERDALE | 218,600 | 5.51 |
| 4 | CHICAGO | 204,700 | 5.16 |
| 5 | HOUSTON | 186,400 | 4.70 |
| 6 | DALLAS-FT. WORTH | 132,100 | 3.33 |
| 7 | SAN ANTONIO | 124,600 | 3.14 |
| 8 | SAN FRANCISCO-OAKLAND-SAN JOSE | 116,200 | 2.93 |
| 9 | SAN DIEGO | 114,000 | 2.87 |
| 10 | MCALLEN-BROWNSVILLE: LRGV | 95,600 | 2.41 |
| 11 | SACRAMENTO-STOCKTON | 81,700 | 2.06 |
| 12 | EL PASO | 77,000 | 1.94 |
| 13 | PHOENIX | 74,100 | 1.87 |
| 14 | WASHINGTON, DC | 63,700 | 1.61 |
| 15 | ALBUQUERQUE | 59,000 | 1.49 |
| 16 | FRESNO-VISALIA | 50,700 | 1.28 |
| 17 | DENVER | 50,100 | 1.26 |
| 18 | BOSTON | 43,100 | 1.09 |
| 19 | SALINAS-MONTEREY | 37,900 | .96 |
| 20 | PHILADELPHIA | 37,600 | .95 |
| 21 | TUCSON | 37,100 | .94 |
| 22 | AUSTIN, TX | 36,500 | .92 |
| 23 | CORPUS CHRISTI | 35,300 | .89 |
| 24 | BAKERSFIELD | 31,900 | .80 |
| 25 | TAMPA-ST. PETERSBURG | 31,800 | .80 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 30,000 | .76 |
| 27 | HARTFORD-NEW HAVEN | 25,300 | .64 |
| 28 | LAS VEGAS | 21,500 | .54 |
| 29 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 21,000 | .53 |
| 30 | SEATTLE-TACOMA | 18,600 | .47 |
| 31 | DETROIT | 17,200 | .43 |
| 32 | ATLANTA | 16,900 | .43 |
| 33 | PORTLAND, OR | 16,400 | .41 |
| 34 | COLORADO SPRINGS-PUEBLO | 16,100 | .41 |
| 35 | SALT LAKE CITY | 15,000 | .38 |
| 36 | ODESSA-MIDLAND | 12,800 | .32 |
| 37 | PROVIDENCE-NEW BEDFORD | 12,700 | .32 |
| 38 | WACO-TEMPLE-BRYAN | 12,100 | .31 |
| 39 | NEW ORLEANS | 11,400 | .29 |
| 40 | KANSAS CITY | 10,700 | .27 |
| 41 | MILWAUKEE | 10,500 | .26 |
| 42 | LUBBOCK | 10,300 | .26 |
| 43 | CLEVELAND | 9,800 | .25 |
| 44 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 9,100 | .23 |
| 45 | MINNEAPOLIS-ST. PAUL | 8,700 | .22 |
| 45 | SPRINGFIELD, MA | 8,700 | .22 |
| 47 | OKLAHOMA CITY | 7,700 | .19 |
| 48 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 7,500 | .19 |
| 49 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 7,400 | .19 |
| 50 | BALTIMORE | 7,100 | .18 |
| 51 | HARRISBURG-YORK-LANCASTER-LEBANON | 6,800 | .17 |
| 52 | CHICO-REDDING | 6,400 | .16 |
| 53 | RENO | 6,100 | .15 |
| 53 | ROCHESTER, NY | 6,100 | .15 |
| 55 | ST. LOUIS | 5,800 | .15 |
| 56 | JACKSONVILLE | 5,600 | .14 |
| 57 | AMARILLO | 5,400 | .14 |
| 58 | FLINT-SAGINAW-BAY CITY | 5,200 | .13 |
| 59 | ABILENE-SWEETWATER | 5,100 | .13 |
| 60 | BUFFALO | 4,700 | .12 |
| 60 | WICHITA-HUTCHINSON | 4,700 | .12 |
| 62 | TOLEDO | 4,300 | .11 |
| 63 | LANSING | 4,100 | .10 |
| 63 | TYLER-LONGVIEW-JACKSONVILLE | 4,100 | .10 |
| 65 | ALBANY-SCHENECTADY-TROY | 3,900 | .10 |
| 65 | BOISE | 3,900 | .10 |
| 67 | WICHITA FALLS-LAWTON | 3,800 | .10 |
| 68 | OMAHA | 3,600 | .09 |
| 69 | BEAUMONT-PORT ARTHUR | 3,300 | .08 |
| 70 | TULSA | 3,200 | .08 |
| 71 | CHARLOTTE | 3,100 | .08 |
| 72 | INDIANAPOLIS | 2,800 | .07 |
| 73 | COLUMBUS, OH | 2,700 | .07 |
| 74 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 2,600 | .07 |
| 74 | RALEIGH-DURHAM | 2,600 | .07 |
| 76 | PITTSBURGH | 2,500 | .06 |
| 76 | RICHMOND | 2,500 | .06 |
| 78 | ROCKFORD | 2,300 | .06 |
| 79 | MOBILE-PENSACOLA | 2,200 | .06 |
| 80 | BURLINGTON-PLATTSBURGH | 2,100 | .05 |
| 80 | IDAHO FALLS-POCATELLO | 2,100 | .05 |
| 80 | NASHVILLE | 2,100 | .05 |
| 83 | GREENSBORO-WINSTON SALEM-HIGH POINT | 2,000 | .05 |
| 83 | MEMPHIS | 2,000 | .05 |
| 85 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,900 | .05 |
| 85 | TALLAHASSEE-THOMASVILLE | 1,900 | .05 |
| 87 | COLUMBUS, GA | 1,800 | .05 |
| 87 | SOUTH BEND-ELKHART | 1,800 | .05 |
| 87 | SYRACUSE | 1,800 | .05 |
| 87 | TOPEKA | 1,800 | .05 |
| 91 | CHARLESTON, SC | 1,700 | .04 |
| 91 | SPOKANE | 1,700 | .04 |
| 93 | BATON ROUGE | 1,600 | .04 |
| 93 | GRAND JUNCTION-DURANGO | 1,600 | .04 |
| 93 | LINCOLN-HASTINGS-KEARNEY | 1,600 | .04 |
| 93 | SHREVEPORT-TEXARKANA | 1,600 | .04 |
| 97 | DES MOINES | 1,500 | .04 |
| 97 | EUGENE | 1,500 | .04 |
| 97 | FT. WAYNE | 1,500 | .04 |
| 97 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,500 | .04 |
| 101 | CINCINNATI | 1,400 | .04 |
| 101 | COLUMBIA, SC | 1,400 | .04 |
| 101 | DAYTON | 1,400 | .04 |
| 101 | MADISON | 1,400 | .04 |
| 101 | MEDFORD | 1,400 | .04 |
| 106 | AUGUSTA | 1,300 | .03 |
| 106 | LOUISVILLE | 1,300 | .03 |
| 106 | YOUNGSTOWN | 1,300 | .03 |
| 109 | FT. SMITH | 1,200 | .03 |
| 109 | LITTLE ROCK | 1,200 | .03 |
| 109 | WATERTOWN-CARTHAGE | 1,200 | .03 |
| 112 | EUREKA | 1,100 | .03 |
| 112 | WILKES BARRE-SCRANTON | 1,100 | .03 |
| 114 | HUNTSVILLE-DECATUR-FLORENCE | 1,000 | .03 |
| 114 | LEXINGTON | 1,000 | .03 |
| 114 | PEORIA-BLOOMINGTON | 1,000 | .03 |
| 114 | SIOUX CITY | 1,000 | .03 |
| 118 | BILOXI-GULFPORT-PASCAGOULA | 800 | .02 |
| 118 | BIRMINGHAM | 800 | .02 |
| 118 | KNOXVILLE | 800 | .02 |
| 118 | MACON | 800 | .02 |
| 118 | SAVANNAH | 800 | .02 |
| 123 | ERIE | 700 | .02 |
| 123 | GREENVILLE-NEW BERN-WASHINGTON | 700 | .02 |
| 123 | MONTGOMERY-SELMA | 700 | .02 |
| 126 | BILLINGS-HARDIN | 600 | .02 |
| 126 | BINGHAMTON | 600 | .02 |
| 126 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 600 | .02 |
| 126 | CHARLESTON-HUNTINGTON | 600 | .02 |
| 126 | LAFAYETTE, LA | 600 | .02 |
| 126 | PORTLAND-POLAND SPRING | 600 | .02 |
| 132 | CHATTANOOGA | 500 | .01 |
| 132 | EVANSVILLE | 500 | .01 |
| 132 | GREEN BAY-APPLETON | 500 | .01 |
| 132 | PANAMA CITY | 500 | .01 |
| 132 | SPRINGFIELD, MO | 500 | .01 |
| 137 | COLUMBIA-JEFFERSON CITY | 400 | .01 |
| 137 | FARGO | 400 | .01 |
| 137 | JOHNSTOWN-ALTOONA | 400 | .01 |
| 137 | MISSOULA | 400 | .01 |
| 137 | MONROE-EL DORADO | 400 | .01 |
| 137 | TERRE HAUTE | 400 | .01 |
| 137 | WHEELING-STEUBENVILLE | 400 | .01 |
| 144 | ALBANY, GA | 300 | .01 |
| 144 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 300 | .01 |
| 144 | DULUTH-SUPERIOR | 300 | .01 |
| 144 | GREAT FALLS | 300 | .01 |
| 144 | JACKSON, MS | 300 | .01 |
| 144 | ROANOKE-LYNCHBURG | 300 | .01 |
| 144 | WILMINGTON | 300 | .01 |
| 151 | JOPLIN-PITTSBURG | 200 | .01 |
| 152 | BANGOR | 100 | - |
| 152 | SIOUX FALLS-MITCHELL | 100 | - |
| 152 | TRAVERSE CITY-CADILLAC | 100 | - |
| 152 | WAUSAU-RHINELANDER | 100 | - |
| 156 | QUINCY-HANNIBAL | | |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL TEENS TOTAL

US TOTAL 13,373,400

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,156,800 | 8.65 |
| 2 | LOS ANGELES | 891,500 | 6.67 |
| 3 | CHICAGO | 640,800 | 4.79 |
| 4 | PHILADELPHIA | 370,000 | 2.77 |
| 5 | DETROIT | 355,700 | 2.66 |
| 6 | DALLAS-FT. WORTH | 331,900 | 2.48 |
| 6 | HOUSTON | 331,900 | 2.48 |
| 8 | WASHINGTON, DC | 291,400 | 2.18 |
| 9 | BOSTON | 253,600 | 1.90 |
| 10 | ATLANTA | 240,900 | 1.80 |
| 11 | SAN FRANCISCO-OAKLAND-SAN JOSE | 234,500 | 1.75 |
| 12 | ST. LOUIS | 199,800 | 1.49 |
| 13 | MINNEAPOLIS-ST. PAUL | 191,300 | 1.43 |
| 14 | SACRAMENTO-STOCKTON | 189,500 | 1.42 |
| 15 | SEATTLE-TACOMA | 184,300 | 1.38 |
| 16 | SAN DIEGO | 183,000 | 1.37 |
| 17 | BALTIMORE | 171,500 | 1.28 |
| 18 | PHOENIX | 171,300 | 1.28 |
| 19 | CLEVELAND | 165,900 | 1.24 |
| 20 | SALT LAKE CITY | 155,400 | 1.16 |
| 21 | MIAMI-FT. LAUDERDALE | 152,300 | 1.14 |
| 22 | PITTSBURGH | 143,400 | 1.07 |
| 23 | DENVER | 141,400 | 1.06 |
| 24 | TAMPA-ST. PETERSBURG | 138,200 | 1.03 |
| 25 | ORLANDO-DAYTONA BEACH-MELBOURNE | 138,100 | 1.03 |
| 26 | PORTLAND, OR | 129,800 | .97 |
| 27 | KANSAS CITY | 129,300 | .97 |
| 28 | SAN ANTONIO | 122,500 | .92 |
| 29 | CINCINNATI | 119,300 | .89 |
| 30 | HARTFORD-NEW HAVEN | 115,500 | .86 |
| 30 | MILWAUKEE | 115,500 | .86 |
| 32 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 112,400 | .84 |
| 33 | HARRISBURG-YORK-LANCASTER-LEBANON | 111,800 | .84 |
| 34 | NEW ORLEANS | 110,600 | .83 |
| 35 | INDIANAPOLIS | 110,400 | .83 |
| 36 | COLUMBUS, OH | 108,900 | .81 |
| 37 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 107,100 | .80 |
| 38 | PROVIDENCE-NEW BEDFORD | 105,600 | .79 |
| 39 | CHARLOTTE | 94,800 | .71 |
| 40 | MEMPHIS | 87,800 | .66 |
| 41 | BUFFALO | 87,200 | .65 |
| 42 | GREENVILLE-SPARTANBURG-ASHEVILLE | 86,300 | .65 |
| 43 | MCALLEN-BROWNSVILLE: LRGV | 85,400 | .64 |
| 44 | FLINT-SAGINAW-BAY CITY | 82,700 | .62 |
| 45 | NASHVILLE | 81,200 | .61 |
| 46 | DAYTON | 80,600 | .60 |
| 47 | LOUISVILLE | 80,400 | .60 |
| 47 | OKLAHOMA CITY | 80,400 | .60 |
| 49 | JACKSONVILLE | 76,500 | .57 |
| 50 | BIRMINGHAM | 76,000 | .57 |
| 51 | MOBILE-PENSACOLA | 74,100 | .55 |
| 52 | GREENSBORO-WINSTON SALEM-HIGH POINT | 73,500 | .55 |
| 53 | ROCHESTER, NY | 71,700 | .54 |
| 54 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 70,500 | .53 |
| 55 | EL PASO | 67,500 | .50 |
| 56 | RICHMOND | 66,900 | .50 |
| 57 | ALBANY-SCHENECTADY-TROY | 65,500 | .49 |
| 58 | TULSA | 62,500 | .47 |
| 59 | FRESNO-VISALIA | 62,100 | .46 |
| 60 | AUSTIN, TX | 60,400 | .45 |
| 61 | ALBUQUERQUE | 57,500 | .43 |
| 62 | LAS VEGAS | 56,900 | .43 |
| 63 | TUCSON | 55,400 | .41 |
| 64 | TOLEDO | 54,800 | .41 |
| 65 | RALEIGH-DURHAM | 53,200 | .40 |
| 66 | LITTLE ROCK | 53,100 | .40 |
| 67 | OMAHA | 52,600 | .39 |
| 68 | SYRACUSE | 51,000 | .38 |
| 69 | CHARLESTON-HUNTINGTON | 48,300 | .36 |
| 70 | BATON ROUGE | 47,600 | .36 |
| 71 | KNOXVILLE | 47,500 | .36 |
| 71 | LANSING | 47,500 | .36 |
| 73 | SHREVEPORT-TEXARKANA | 46,800 | .35 |
| 73 | WILKES BARRE-SCRANTON | 46,800 | .35 |
| 75 | WICHITA-HUTCHINSON | 45,500 | .34 |
| 76 | SALINAS-MONTEREY | 44,800 | .33 |
| 77 | SPRINGFIELD, MA | 44,400 | .33 |
| 78 | COLORADO SPRINGS-PUEBLO | 44,300 | .33 |
| 78 | SPRINGFIELD-DECATUR-CHAMPAIGN | 44,300 | .33 |
| 80 | BAKERSFIELD | 43,700 | .33 |
| 81 | CHARLESTON, SC | 41,900 | .31 |
| 82 | FT. WAYNE | 41,400 | .31 |
| 83 | YOUNGSTOWN | 41,200 | .31 |
| 84 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 40,000 | .30 |
| 85 | PEORIA-BLOOMINGTON | 39,200 | .29 |
| 86 | COLUMBIA, SC | 38,500 | .29 |
| 87 | FT. SMITH | 38,000 | .28 |
| 88 | CHATTANOOGA | 37,700 | .28 |
| 89 | SOUTH BEND-ELKHART | 37,400 | .28 |
| 90 | JACKSON, MS | 36,700 | .27 |
| 91 | WACO-TEMPLE-BRYAN | 36,300 | .27 |
| 92 | AUGUSTA | 36,100 | .27 |
| 93 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 35,500 | .27 |
| 93 | DES MOINES | 35,500 | .27 |
| 93 | SPOKANE | 35,500 | .27 |
| 96 | CORPUS CHRISTI | 34,800 | .26 |
| 97 | ROANOKE-LYNCHBURG | 33,400 | .25 |
| 98 | HUNTSVILLE-DECATUR-FLORENCE | 33,000 | .25 |
| 99 | CHICO-REDDING | 32,700 | .24 |
| 100 | MONTGOMERY-SELMA | 32,200 | .24 |
| 101 | LEXINGTON | 31,900 | .24 |
| 102 | BEAUMONT-PORT ARTHUR | 31,800 | .24 |
| 103 | JOHNSTOWN-ALTOONA | 31,300 | .23 |
| 104 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 30,000 | .22 |
| 105 | GREEN BAY-APPLETON | 29,400 | .22 |
| 106 | BOISE | 27,300 | .20 |
| 106 | ROCKFORD | 27,300 | .20 |
| 108 | GREENVILLE-NEW BERN-WASHINGTON | 27,100 | .20 |
| 109 | PORTLAND-POLAND SPRING | 26,400 | .20 |
| 110 | BILOXI-GULFPORT-PASCAGOULA | 26,300 | .20 |
| 110 | MACON | 26,300 | .20 |
| 112 | TYLER-LONGVIEW-JACKSONVILLE | 26,000 | .19 |
| 113 | TALLAHASSEE-THOMASVILLE | 25,700 | .19 |
| 114 | LINCOLN-HASTINGS-KEARNEY | 25,400 | .19 |
| 115 | EVANSVILLE | 25,200 | .19 |
| 116 | MADISON | 24,600 | .18 |
| 117 | SAVANNAH | 23,900 | .18 |
| 118 | BURLINGTON-PLATTSBURGH | 23,500 | .18 |
| 119 | ERIE | 22,800 | .17 |
| 120 | DULUTH-SUPERIOR | 22,400 | .17 |
| 121 | ODESSA-MIDLAND | 22,300 | .17 |
| 122 | WHEELING-STEUBENVILLE | 22,000 | .16 |
| 123 | EUGENE | 21,400 | .16 |
| 124 | COLUMBUS, GA | 20,900 | .16 |
| 125 | WICHITA FALLS-LAWTON | 20,800 | .16 |
| 126 | MONROE-EL DORADO | 20,200 | .15 |
| 127 | IDAHO FALLS-POCATELLO | 19,800 | .15 |
| 128 | BINGHAMTON | 19,600 | .15 |
| 129 | SPRINGFIELD, MO | 19,200 | .14 |
| 130 | LUBBOCK | 18,400 | .14 |
| 131 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 17,300 | .13 |
| 132 | RENO | 17,200 | .13 |
| 133 | AMARILLO | 16,000 | .12 |
| 134 | WAUSAU-RHINELANDER | 15,700 | .12 |
| 135 | TOPEKA | 14,500 | .11 |
| 136 | LAFAYETTE, LA | 14,300 | .11 |
| 137 | JOPLIN-PITTSBURG | 14,200 | .11 |
| 138 | WILMINGTON | 13,900 | .10 |
| 139 | ABILENE-SWEETWATER | 13,700 | .10 |
| 140 | TERRE HAUTE | 13,500 | .10 |
| 141 | FARGO | 12,700 | .09 |
| 141 | SIOUX FALLS-MITCHELL | 12,700 | .09 |
| 143 | COLUMBIA-JEFFERSON CITY | 12,400 | .09 |
| 144 | BANGOR | 12,100 | .09 |
| 145 | MEDFORD | 12,000 | .09 |
| 146 | ALBANY, GA | 11,500 | .09 |
| 147 | MISSOULA | 10,700 | .08 |
| 147 | PANAMA CITY | 10,700 | .08 |
| 149 | SIOUX CITY | 10,300 | .08 |
| 150 | BILLINGS-HARDIN | 9,700 | .07 |
| 150 | WATERTOWN-CARTHAGE | 9,700 | .07 |
| 152 | EUREKA | 9,000 | .07 |
| 153 | GRAND JUNCTION-DURANGO | 8,100 | .06 |
| 154 | QUINCY-HANNIBAL | 7,900 | .06 |
| 154 | TRAVERSE CITY-CADILLAC | 7,900 | .06 |
| 156 | GREAT FALLS | 6,400 | .05 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK TEENS TOTAL

US TOTAL 2,269,000

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 271,900 | 11.98 |
| 2 | CHICAGO | 158,800 | 7.00 |
| 3 | DETROIT | 99,200 | 4.37 |
| 4 | WASHINGTON, DC | 86,200 | 3.80 |
| 5 | LOS ANGELES | 84,700 | 3.73 |
| 6 | PHILADELPHIA | 84,500 | 3.72 |
| 7 | ATLANTA | 74,200 | 3.27 |
| 8 | HOUSTON | 66,200 | 2.92 |
| 9 | DALLAS-FT. WORTH | 56,000 | 2.47 |
| 10 | BALTIMORE | 53,400 | 2.35 |
| 11 | NEW ORLEANS | 48,100 | 2.12 |
| 12 | ST. LOUIS | 46,300 | 2.04 |
| 13 | MEMPHIS | 44,100 | 1.94 |
| 14 | MIAMI-FT. LAUDERDALE | 39,700 | 1.75 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 37,100 | 1.64 |
| 16 | CLEVELAND | 35,700 | 1.57 |
| 17 | SAN FRANCISCO-OAKLAND-SAN JOSE | 35,500 | 1.56 |
| 18 | BIRMINGHAM | 25,200 | 1.11 |
| 19 | CHARLOTTE | 24,100 | 1.06 |
| 20 | MILWAUKEE | 23,800 | 1.05 |
| 21 | RICHMOND | 22,000 | .97 |
| 22 | MOBILE-PENSACOLA | 21,500 | .95 |
| 23 | ORLANDO-DAYTONA BEACH-MELBOURNE | 21,400 | .94 |
| 24 | KANSAS CITY | 20,400 | .90 |
| 25 | TAMPA-ST. PETERSBURG | 20,000 | .88 |
| 26 | BOSTON | 19,700 | .87 |
| 27 | JACKSON, MS | 19,000 | .84 |
| 28 | JACKSONVILLE | 18,900 | .83 |
| 29 | SHREVEPORT-TEXARKANA | 18,400 | .81 |
| 30 | CINCINNATI | 18,100 | .80 |
| 31 | INDIANAPOLIS | 17,700 | .78 |
| 32 | GREENSBORO-WINSTON SALEM-HIGH POINT | 17,500 | .77 |
| 33 | BATON ROUGE | 17,100 | .75 |
| 34 | LITTLE ROCK | 16,900 | .74 |
| 35 | RALEIGH-DURHAM | 16,300 | .72 |
| 36 | COLUMBUS, OH | 16,200 | .71 |
| 37 | GREENVILLE-SPARTANBURG-ASHEVILLE | 15,900 | .70 |
| 37 | HARTFORD-NEW HAVEN | 15,900 | .70 |
| 39 | PITTSBURGH | 15,800 | .70 |
| 40 | MONTGOMERY-SELMA | 15,700 | .69 |
| 41 | CHARLESTON, SC | 15,500 | .68 |
| 42 | NASHVILLE | 15,000 | .66 |
| 43 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 14,800 | .65 |
| 44 | COLUMBIA, SC | 14,700 | .65 |
| 44 | FLINT-SAGINAW-BAY CITY | 14,700 | .65 |
| 46 | SACRAMENTO-STOCKTON | 13,800 | .61 |
| 47 | AUGUSTA | 13,600 | .60 |
| 48 | LOUISVILLE | 13,200 | .58 |
| 49 | SAN DIEGO | 12,800 | .56 |
| 50 | DAYTON | 12,300 | .54 |
| 51 | BUFFALO | 11,800 | .52 |
| 51 | GREENVILLE-NEW BERN-WASHINGTON | 11,800 | .52 |
| 53 | MACON | 11,300 | .50 |
| 54 | SEATTLE-TACOMA | 11,100 | .49 |
| 55 | OKLAHOMA CITY | 10,600 | .47 |
| 56 | SAVANNAH | 10,400 | .46 |
| 57 | TALLAHASSEE-THOMASVILLE | 10,100 | .45 |
| 58 | MINNEAPOLIS-ST. PAUL | 10,000 | .44 |
| 59 | COLUMBUS, GA | 9,900 | .44 |
| 59 | ROCHESTER, NY | 9,900 | .44 |
| 61 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 9,500 | .42 |
| 62 | BEAUMONT-PORT ARTHUR | 9,100 | .40 |
| 63 | DENVER | 8,900 | .39 |
| 64 | SAN ANTONIO | 8,200 | .36 |
| 65 | MONROE-EL DORADO | 7,900 | .35 |
| 66 | PHOENIX | 7,700 | .34 |
| 67 | LAS VEGAS | 7,500 | .33 |
| 68 | TOLEDO | 7,400 | .33 |
| 68 | WACO-TEMPLE-BRYAN | 7,400 | .33 |
| 70 | AUSTIN, TX | 7,300 | .32 |
| 71 | BILOXI-GULFPORT-PASCAGOULA | 6,900 | .30 |
| 72 | HUNTSVILLE-DECATUR-FLORENCE | 6,700 | .30 |
| 73 | ALBANY, GA | 6,500 | .29 |
| 74 | TYLER-LONGVIEW-JACKSONVILLE | 6,400 | .28 |
| 75 | SPRINGFIELD-DECATUR-CHAMPAIGN | 6,200 | .27 |
| 75 | TULSA | 6,200 | .27 |
| 77 | YOUNGSTOWN | 6,100 | .27 |
| 78 | CHATTANOOGA | 6,000 | .26 |
| 79 | HARRISBURG-YORK-LANCASTER-LEBANON | 5,900 | .26 |
| 79 | ROANOKE-LYNCHBURG | 5,900 | .26 |
| 81 | OMAHA | 5,500 | .24 |
| 82 | PORTLAND, OR | 4,800 | .21 |
| 83 | LANSING | 4,200 | .19 |
| 83 | PROVIDENCE-NEW BEDFORD | 4,200 | .19 |
| 83 | SYRACUSE | 4,200 | .19 |
| 86 | LAFAYETTE, LA | 4,000 | .18 |
| 87 | ALBANY-SCHENECTADY-TROY | 3,900 | .17 |
| 87 | FT. WAYNE | 3,900 | .17 |
| 87 | PEORIA-BLOOMINGTON | 3,900 | .17 |
| 90 | SPRINGFIELD, MA | 3,800 | .17 |
| 90 | WICHITA-HUTCHINSON | 3,800 | .17 |
| 92 | LEXINGTON | 3,700 | .16 |
| 92 | SOUTH BEND-ELKHART | 3,700 | .16 |
| 92 | WILMINGTON | 3,700 | .16 |
| 95 | FRESNO-VISALIA | 3,600 | .16 |
| 96 | KNOXVILLE | 3,500 | .15 |
| 97 | ROCKFORD | 3,200 | .14 |
| 98 | WICHITA FALLS-LAWTON | 2,900 | .13 |
| 99 | COLORADO SPRINGS-PUEBLO | 2,800 | .12 |
| 100 | BAKERSFIELD | 2,600 | .11 |
| 101 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 2,500 | .11 |
| 102 | CHARLESTON-HUNTINGTON | 2,000 | .09 |
| 102 | TUCSON | 2,000 | .09 |
| 104 | EVANSVILLE | 1,900 | .08 |
| 104 | LUBBOCK | 1,900 | .08 |
| 104 | SALINAS-MONTEREY | 1,900 | .08 |
| 107 | EL PASO | 1,800 | .08 |
| 107 | ERIE | 1,800 | .08 |
| 109 | ALBUQUERQUE | 1,600 | .07 |
| 109 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,600 | .07 |
| 109 | ODESSA-MIDLAND | 1,600 | .07 |
| 109 | PANAMA CITY | 1,600 | .07 |
| 113 | DES MOINES | 1,500 | .07 |
| 114 | CORPUS CHRISTI | 1,400 | .06 |
| 114 | TOPEKA | 1,400 | .06 |
| 116 | MADISON | 1,200 | .05 |
| 117 | COLUMBIA-JEFFERSON CITY | 1,100 | .05 |
| 117 | FT. SMITH | 1,100 | .05 |
| 117 | SALT LAKE CITY | 1,100 | .05 |
| 120 | AMARILLO | 1,000 | .04 |
| 120 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 1,000 | .04 |
| 122 | ABILENE-SWEETWATER | 900 | .04 |
| 123 | WHEELING-STEUBENVILLE | 800 | .04 |
| 124 | LINCOLN-HASTINGS-KEARNEY | 700 | .03 |
| 125 | RENO | 600 | .03 |
| 125 | WILKES BARRE-SCRANTON | 600 | .03 |
| 127 | BINGHAMTON | 500 | .02 |
| 127 | JOHNSTOWN-ALTOONA | 500 | .02 |
| 127 | SPOKANE | 500 | .02 |
| 127 | TERRE HAUTE | 500 | .02 |
| 131 | CHICO-REDDING | 400 | .02 |
| 131 | SPRINGFIELD, MO | 400 | .02 |
| 131 | WATERTOWN-CARTHAGE | 400 | .02 |
| 134 | BOISE | 200 | .01 |
| 134 | DULUTH-SUPERIOR | 200 | .01 |
| 134 | EUGENE | 200 | .01 |
| 134 | EUREKA | 200 | .01 |
| 134 | FARGO | 200 | .01 |
| 134 | GREAT FALLS | 200 | .01 |
| 134 | GREEN BAY-APPLETON | 200 | .01 |
| 134 | IDAHO FALLS-POCATELLO | 200 | .01 |
| 134 | JOPLIN-PITTSBURG | 200 | .01 |
| 134 | PORTLAND-POLAND SPRING | 200 | .01 |
| 134 | QUINCY-HANNIBAL | 200 | .01 |
| 134 | SIOUX CITY | 200 | .01 |
| 134 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 200 | .01 |
| 147 | BANGOR | 100 | - |
| 147 | BURLINGTON-PLATTSBURGH | 100 | - |
| 147 | GRAND JUNCTION-DURANGO | 100 | - |
| 147 | MISSOULA | 100 | - |
| 147 | SIOUX FALLS-MITCHELL | 100 | - |
| 147 | WAUSAU-RHINELANDER | 100 | - |
| 153 | BILLINGS-HARDIN | | |
| 153 | MCALLEN-BROWNSVILLE: LRGV | | |
| 153 | MEDFORD | | |
| 153 | TRAVERSE CITY-CADILLAC | | |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### HISPANIC TEENS TOTAL

US TOTAL 1,874,800

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 417,500 | 22.27 |
| 2 | NEW YORK | 252,900 | 13.49 |
| 3 | CHICAGO | 100,400 | 5.36 |
| 4 | HOUSTON | 87,100 | 4.65 |
| 5 | MCALLEN-BROWNSVILLE: LRGV | 77,200 | 4.12 |
| 6 | MIAMI-FT. LAUDERDALE | 76,100 | 4.06 |
| 7 | SAN ANTONIO | 69,300 | 3.70 |
| 8 | DALLAS-FT. WORTH | 56,400 | 3.01 |
| 9 | SAN DIEGO | 55,000 | 2.93 |
| 10 | EL PASO | 52,800 | 2.82 |
| 11 | SAN FRANCISCO-OAKLAND-SAN JOSE | 43,000 | 2.29 |
| 12 | PHOENIX | 39,800 | 2.12 |
| 13 | SACRAMENTO-STOCKTON | 39,500 | 2.11 |
| 14 | FRESNO-VISALIA | 27,400 | 1.46 |
| 15 | ALBUQUERQUE | 26,500 | 1.41 |
| 16 | DENVER | 23,500 | 1.25 |
| 17 | TUCSON | 21,500 | 1.15 |
| 18 | CORPUS CHRISTI | 21,400 | 1.14 |
| 19 | WASHINGTON, DC | 20,200 | 1.08 |
| 20 | BOSTON | 20,100 | 1.07 |
| 20 | PHILADELPHIA | 20,100 | 1.07 |
| 22 | SALINAS-MONTEREY | 18,500 | .99 |
| 23 | BAKERSFIELD | 16,600 | .89 |
| 24 | AUSTIN, TX | 16,300 | .87 |
| 25 | HARTFORD-NEW HAVEN | 14,700 | .78 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 13,800 | .74 |
| 27 | TAMPA-ST. PETERSBURG | 13,300 | .71 |
| 28 | DETROIT | 9,500 | .51 |
| 29 | SALT LAKE CITY | 8,700 | .46 |
| 30 | COLORADO SPRINGS-PUEBLO | 8,400 | .45 |
| 30 | LAS VEGAS | 8,400 | .45 |
| 32 | ODESSA-MIDLAND | 8,100 | .43 |
| 33 | SEATTLE-TACOMA | 7,600 | .41 |
| 34 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 7,300 | .39 |
| 35 | PORTLAND, OR | 7,000 | .37 |
| 36 | SPRINGFIELD, MA | 6,700 | .36 |
| 37 | MILWAUKEE | 6,400 | .34 |
| 37 | PROVIDENCE-NEW BEDFORD | 6,400 | .34 |
| 39 | LUBBOCK | 6,000 | .32 |
| 40 | WACO-TEMPLE-BRYAN | 5,800 | .31 |
| 41 | CLEVELAND | 5,700 | .30 |
| 42 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 5,600 | .30 |
| 43 | ATLANTA | 5,300 | .28 |
| 44 | NEW ORLEANS | 4,900 | .26 |
| 45 | KANSAS CITY | 4,800 | .26 |
| 46 | MINNEAPOLIS-ST. PAUL | 4,300 | .23 |
| 47 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 4,200 | .22 |
| 48 | HARRISBURG-YORK-LANCASTER-LEBANON | 4,000 | .21 |
| 49 | OKLAHOMA CITY | 3,900 | .21 |
| 50 | CHICO-REDDING | 3,700 | .20 |
| 51 | FLINT-SAGINAW-BAY CITY | 3,600 | .19 |
| 51 | ROCHESTER, NY | 3,600 | .19 |
| 53 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 3,300 | .18 |
| 54 | ABILENE-SWEETWATER | 3,100 | .17 |
| 55 | AMARILLO | 2,900 | .15 |
| 56 | TOLEDO | 2,800 | .15 |
| 57 | BUFFALO | 2,700 | .14 |
| 57 | ST. LOUIS | 2,700 | .14 |
| 59 | BALTIMORE | 2,600 | .14 |
| 60 | WICHITA-HUTCHINSON | 2,500 | .13 |
| 61 | LANSING | 2,200 | .12 |
| 61 | RENO | 2,200 | .12 |
| 63 | WICHITA FALLS-LAWTON | 2,000 | .11 |
| 64 | BOISE | 1,900 | .10 |
| 64 | JACKSONVILLE | 1,900 | .10 |
| 66 | OMAHA | 1,800 | .10 |
| 67 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 1,700 | .09 |
| 68 | ALBANY-SCHENECTADY-TROY | 1,600 | .09 |
| 68 | BEAUMONT-PORT ARTHUR | 1,600 | .09 |
| 68 | TYLER-LONGVIEW-JACKSONVILLE | 1,600 | .09 |
| 71 | TULSA | 1,500 | .08 |
| 72 | IDAHO FALLS-POCATELLO | 1,300 | .07 |
| 72 | ROCKFORD | 1,300 | .07 |
| 74 | FT. WAYNE | 1,100 | .06 |
| 74 | SOUTH BEND-ELKHART | 1,100 | .06 |
| 76 | COLUMBUS, OH | 1,000 | .05 |
| 76 | INDIANAPOLIS | 1,000 | .05 |
| 76 | PITTSBURGH | 1,000 | .05 |
| 76 | SYRACUSE | 1,000 | .05 |
| 80 | DAYTON | 900 | .05 |
| 80 | DES MOINES | 900 | .05 |
| 80 | GRAND JUNCTION-DURANGO | 900 | .05 |
| 80 | MOBILE-PENSACOLA | 900 | .05 |
| 80 | RALEIGH-DURHAM | 900 | .05 |
| 80 | TOPEKA | 900 | .05 |
| 86 | EUGENE | 800 | .04 |
| 86 | FT. SMITH | 800 | .04 |
| 86 | LINCOLN-HASTINGS-KEARNEY | 800 | .04 |
| 86 | MEDFORD | 800 | .04 |
| 86 | MEMPHIS | 800 | .04 |
| 86 | RICHMOND | 800 | .04 |
| 86 | SPOKANE | 800 | .04 |
| 86 | YOUNGSTOWN | 800 | .04 |
| 94 | CHARLESTON, SC | 700 | .04 |
| 94 | CHARLOTTE | 700 | .04 |
| 94 | CINCINNATI | 700 | .04 |
| 94 | COLUMBUS, GA | 700 | .04 |
| 94 | GREENVILLE-SPARTANBURG-ASHEVILLE | 700 | .04 |
| 94 | MADISON | 700 | .04 |
| 94 | NASHVILLE | 700 | .04 |
| 101 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 600 | .03 |
| 101 | GREENSBORO-WINSTON SALEM-HIGH POINT | 600 | .03 |
| 101 | KNOXVILLE | 600 | .03 |
| 101 | LITTLE ROCK | 600 | .03 |
| 101 | PEORIA-BLOOMINGTON | 600 | .03 |
| 101 | SHREVEPORT-TEXARKANA | 600 | .03 |
| 101 | TALLAHASSEE-THOMASVILLE | 600 | .03 |
| 108 | AUGUSTA | 500 | .03 |
| 108 | BATON ROUGE | 500 | .03 |
| 108 | COLUMBIA, SC | 500 | .03 |
| 108 | EUREKA | 500 | .03 |
| 108 | SPRINGFIELD-DECATUR-CHAMPAIGN | 500 | .03 |
| 108 | WILKES BARRE-SCRANTON | 500 | .03 |
| 114 | BILLINGS-HARDIN | 400 | .02 |
| 114 | ERIE | 400 | .02 |
| 114 | HUNTSVILLE-DECATUR-FLORENCE | 400 | .02 |
| 114 | LOUISVILLE | 400 | .02 |
| 114 | MACON | 400 | .02 |
| 114 | SAVANNAH | 400 | .02 |
| 120 | BILOXI-GULFPORT-PASCAGOULA | 300 | .02 |
| 120 | BINGHAMTON | 300 | .02 |
| 120 | BIRMINGHAM | 300 | .02 |
| 120 | BURLINGTON-PLATTSBURGH | 300 | .02 |
| 120 | CHARLESTON-HUNTINGTON | 300 | .02 |
| 120 | DULUTH-SUPERIOR | 300 | .02 |
| 120 | GREEN BAY-APPLETON | 300 | .02 |
| 120 | GREENVILLE-NEW BERN-WASHINGTON | 300 | .02 |
| 120 | PORTLAND-POLAND SPRING | 300 | .02 |
| 129 | FARGO | 200 | .01 |
| 129 | GREAT FALLS | 200 | .01 |
| 129 | JOPLIN-PITTSBURG | 200 | .01 |
| 129 | LAFAYETTE, LA | 200 | .01 |
| 129 | LEXINGTON | 200 | .01 |
| 129 | MONTGOMERY-SELMA | 200 | .01 |
| 129 | PANAMA CITY | 200 | .01 |
| 129 | ROANOKE-LYNCHBURG | 200 | .01 |
| 129 | SIOUX CITY | 200 | .01 |
| 129 | SIOUX FALLS-MITCHELL | 200 | .01 |
| 129 | WATERTOWN-CARTHAGE | 200 | .01 |
| 140 | ALBANY, GA | 100 | .01 |
| 140 | BANGOR | 100 | .01 |
| 140 | CHATTANOOGA | 100 | .01 |
| 140 | COLUMBIA-JEFFERSON CITY | 100 | .01 |
| 140 | EVANSVILLE | 100 | .01 |
| 140 | JACKSON, MS | 100 | .01 |
| 140 | JOHNSTOWN-ALTOONA | 100 | .01 |
| 140 | MISSOULA | 100 | .01 |
| 140 | MONROE-EL DORADO | 100 | .01 |
| 140 | QUINCY-HANNIBAL | 100 | .01 |
| 140 | TRAVERSE CITY-CADILLAC | 100 | .01 |
| 140 | WAUSAU-RHINELANDER | 100 | .01 |
| 140 | WHEELING-STEUBENVILLE | 100 | .01 |
| 140 | WILMINGTON | 100 | .01 |
| 154 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | | |
| 154 | SPRINGFIELD, MO | | |
| 154 | TERRE HAUTE | | |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

### ALL CHILD TOTAL

US TOTAL 24,387,300

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,966,900 | 8.08 |
| 2 | LOS ANGELES | 1,662,200 | 6.82 |
| 3 | CHICAGO | 1,161,900 | 4.77 |
| 4 | PHILADELPHIA | 677,700 | 2.78 |
| 5 | DALLAS-FT. WORTH | 648,900 | 2.66 |
| 6 | HOUSTON | 624,400 | 2.56 |
| 7 | DETROIT | 614,000 | 2.52 |
| 8 | WASHINGTON, DC | 542,800 | 2.23 |
| 9 | BOSTON | 460,900 | 1.89 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 446,600 | 1.83 |
| 11 | ATLANTA | 439,200 | 1.80 |
| 12 | MINNEAPOLIS-ST. PAUL | 390,900 | 1.60 |
| 13 | SACRAMENTO-STOCKTON | 380,500 | 1.56 |
| 14 | SEATTLE-TACOMA | 371,100 | 1.52 |
| 15 | ST. LOUIS | 370,000 | 1.52 |
| 16 | SAN DIEGO | 363,800 | 1.49 |
| 17 | BALTIMORE | 333,200 | 1.37 |
| 18 | PHOENIX | 331,100 | 1.36 |
| 19 | CLEVELAND | 292,000 | 1.20 |
| 20 | SALT LAKE CITY | 286,200 | 1.18 |
| 21 | DENVER | 277,500 | 1.14 |
| 22 | MIAMI-FT. LAUDERDALE | 269,000 | 1.10 |
| 23 | ORLANDO-DAYTONA BEACH-MELBOURNE | 252,700 | 1.04 |
| 24 | PITTSBURGH | 251,700 | 1.03 |
| 25 | TAMPA-ST. PETERSBURG | 246,800 | 1.01 |
| 26 | KANSAS CITY | 242,400 | 1.00 |
| 27 | PORTLAND, OR | 239,700 | .98 |
| 28 | CINCINNATI | 224,400 | .92 |
| 29 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 224,100 | .92 |
| 30 | SAN ANTONIO | 222,100 | .91 |
| 31 | MILWAUKEE | 216,200 | .89 |
| 32 | HARTFORD-NEW HAVEN | 212,200 | .87 |
| 33 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 203,800 | .84 |
| 34 | COLUMBUS, OH | 200,000 | .82 |
| 34 | INDIANAPOLIS | 200,000 | .82 |
| 36 | HARRISBURG-YORK-LANCASTER-LEBANON | 199,000 | .82 |
| 37 | NEW ORLEANS | 195,600 | .80 |
| 38 | PROVIDENCE-NEW BEDFORD | 186,900 | .77 |
| 39 | CHARLOTTE | 166,700 | .68 |
| 40 | MEMPHIS | 157,800 | .65 |
| 41 | BUFFALO | 157,300 | .65 |
| 42 | OKLAHOMA CITY | 147,500 | .61 |
| 43 | JACKSONVILLE | 144,500 | .59 |
| 44 | NASHVILLE | 144,000 | .59 |
| 45 | DAYTON | 143,300 | .59 |
| 46 | GREENVILLE-SPARTANBURG-ASHEVILLE | 141,300 | .58 |
| 47 | FLINT-SAGINAW-BAY CITY | 137,400 | .56 |
| 48 | ROCHESTER, NY | 137,200 | .56 |
| 49 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 135,900 | .56 |
| 50 | LOUISVILLE | 133,800 | .55 |
| 51 | MCALLEN-BROWNSVILLE: LRGV | 130,700 | .54 |
| 52 | BIRMINGHAM | 130,300 | .53 |
| 53 | MOBILE-PENSACOLA | 126,400 | .52 |
| 54 | FRESNO-VISALIA | 124,800 | .51 |
| 55 | RICHMOND | 123,300 | .51 |
| 56 | GREENSBORO-WINSTON SALEM-HIGH POINT | 121,200 | .50 |
| 57 | AUSTIN, TX | 120,100 | .49 |
| 58 | ALBANY-SCHENECTADY-TROY | 115,500 | .47 |
| 59 | TULSA | 115,000 | .47 |
| 60 | LAS VEGAS | 111,800 | .46 |
| 61 | ALBUQUERQUE | 111,700 | .46 |
| 62 | EL PASO | 110,900 | .46 |
| 63 | TUCSON | 103,400 | .42 |
| 64 | OMAHA | 100,000 | .41 |
| 65 | RALEIGH-DURHAM | 97,900 | .40 |
| 66 | TOLEDO | 96,600 | .40 |
| 67 | SYRACUSE | 95,600 | .39 |
| 68 | BAKERSFIELD | 90,600 | .37 |
| 68 | LITTLE ROCK | 90,600 | .37 |
| 70 | SALINAS-MONTEREY | 89,000 | .37 |
| 71 | WICHITA-HUTCHINSON | 88,700 | .36 |
| 72 | BATON ROUGE | 87,000 | .36 |
| 73 | LANSING | 85,300 | .35 |
| 74 | CHARLESTON, SC | 84,100 | .35 |
| 75 | COLORADO SPRINGS-PUEBLO | 83,500 | .34 |
| 76 | SPRINGFIELD, MA | 81,500 | .33 |
| 77 | SHREVEPORT-TEXARKANA | 81,300 | .33 |
| 78 | SPRINGFIELD-DECATUR-CHAMPAIGN | 78,200 | .32 |
| 79 | KNOXVILLE | 77,400 | .32 |
| 80 | WILKES BARRE-SCRANTON | 76,600 | .31 |
| 81 | FT. WAYNE | 73,400 | .30 |
| 82 | CHARLESTON-HUNTINGTON | 72,700 | .30 |
| 83 | WACO-TEMPLE-BRYAN | 71,500 | .29 |
| 84 | SOUTH BEND-ELKHART | 67,700 | .28 |
| 85 | DES MOINES | 67,300 | .28 |
| 86 | PEORIA-BLOOMINGTON | 66,300 | .27 |
| 87 | YOUNGSTOWN | 66,200 | .27 |
| 88 | SPOKANE | 64,300 | .26 |
| 89 | AUGUSTA | 63,900 | .26 |
| 89 | FT. SMITH | 63,900 | .26 |
| 91 | COLUMBIA, SC | 63,600 | .26 |
| 92 | JACKSON, MS | 63,400 | .26 |
| 93 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 62,000 | .25 |
| 94 | CHICO-REDDING | 61,700 | .25 |
| 95 | CORPUS CHRISTI | 61,500 | .25 |
| 96 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 59,100 | .24 |
| 96 | CHATTANOOGA | 59,100 | .24 |
| 98 | HUNTSVILLE-DECATUR-FLORENCE | 56,600 | .23 |
| 99 | BEAUMONT-PORT ARTHUR | 56,500 | .23 |
| 100 | LEXINGTON | 55,200 | .23 |
| 101 | ROANOKE-LYNCHBURG | 55,000 | .23 |
| 102 | GREEN BAY-APPLETON | 54,000 | .22 |
| 103 | MONTGOMERY-SELMA | 53,900 | .22 |
| 104 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 52,000 | .21 |
| 105 | ROCKFORD | 49,400 | .20 |
| 106 | BOISE | 49,300 | .20 |
| 107 | MADISON | 48,900 | .20 |
| 108 | PORTLAND-POLAND SPRING | 48,400 | .20 |
| 109 | JOHNSTOWN-ALTOONA | 48,100 | .20 |
| 110 | LINCOLN-HASTINGS-KEARNEY | 47,800 | .20 |
| 111 | MACON | 45,600 | .19 |
| 112 | TYLER-LONGVIEW-JACKSONVILLE | 45,500 | .19 |
| 113 | GREENVILLE-NEW BERN-WASHINGTON | 45,200 | .19 |
| 114 | BILOXI-GULFPORT-PASCAGOULA | 44,800 | .18 |
| 114 | EVANSVILLE | 44,800 | .18 |
| 116 | ODESSA-MIDLAND | 44,600 | .18 |
| 117 | TALLAHASSEE-THOMASVILLE | 44,500 | .18 |
| 118 | SAVANNAH | 43,500 | .18 |
| 119 | BURLINGTON-PLATTSBURGH | 42,900 | .18 |
| 120 | ERIE | 39,900 | .16 |
| 121 | WICHITA FALLS-LAWTON | 39,500 | .16 |
| 122 | EUGENE | 38,800 | .16 |
| 123 | COLUMBUS, GA | 37,700 | .15 |
| 124 | DULUTH-SUPERIOR | 37,300 | .15 |
| 125 | BINGHAMTON | 36,300 | .15 |
| 126 | IDAHO FALLS-POCATELLO | 35,300 | .14 |
| 127 | RENO | 34,900 | .14 |
| 128 | LUBBOCK | 34,600 | .14 |
| 129 | MONROE-EL DORADO | 33,700 | .14 |
| 130 | WHEELING-STEUBENVILLE | 33,000 | .14 |
| 131 | SPRINGFIELD, MO | 32,800 | .13 |
| 132 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 31,900 | .13 |
| 133 | AMARILLO | 31,000 | .13 |
| 134 | LAFAYETTE, LA | 27,600 | .11 |
| 135 | WAUSAU-RHINELANDER | 26,900 | .11 |
| 136 | TOPEKA | 26,400 | .11 |
| 137 | ABILENE-SWEETWATER | 26,300 | .11 |
| 138 | FARGO | 24,600 | .10 |
| 138 | JOPLIN-PITTSBURG | 24,600 | .10 |
| 140 | COLUMBIA-JEFFERSON CITY | 24,500 | .10 |
| 141 | SIOUX FALLS-MITCHELL | 24,100 | .10 |
| 142 | WILMINGTON | 22,300 | .09 |
| 143 | TERRE HAUTE | 22,000 | .09 |
| 144 | MEDFORD | 20,700 | .08 |
| 145 | BANGOR | 19,900 | .08 |
| 146 | ALBANY, GA | 19,000 | .08 |
| 146 | MISSOULA | 19,000 | .08 |
| 148 | PANAMA CITY | 18,900 | .08 |
| 148 | SIOUX CITY | 18,900 | .08 |
| 150 | WATERTOWN-CARTHAGE | 18,300 | .08 |
| 151 | EUREKA | 17,800 | .07 |
| 152 | BILLINGS-HARDIN | 17,400 | .07 |
| 153 | TRAVERSE CITY-CADILLAC | 14,800 | .06 |
| 154 | GRAND JUNCTION-DURANGO | 14,200 | .06 |
| 155 | QUINCY-HANNIBAL | 13,900 | .06 |
| 156 | GREAT FALLS | 12,300 | .05 |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## BLACK CHILD TOTAL

US TOTAL 4,081,400

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 462,100 | 11.32 |
| 2 | CHICAGO | 271,100 | 6.64 |
| 3 | LOS ANGELES | 161,500 | 3.96 |
| 4 | WASHINGTON, DC | 159,700 | 3.91 |
| 5 | DETROIT | 159,400 | 3.91 |
| 6 | PHILADELPHIA | 152,100 | 3.73 |
| 7 | ATLANTA | 138,200 | 3.39 |
| 8 | HOUSTON | 120,500 | 2.95 |
| 9 | DALLAS-FT. WORTH | 106,700 | 2.61 |
| 10 | BALTIMORE | 102,100 | 2.50 |
| 11 | NEW ORLEANS | 84,900 | 2.08 |
| 12 | ST. LOUIS | 77,900 | 1.91 |
| 13 | MEMPHIS | 77,600 | 1.90 |
| 14 | MIAMI-FT. LAUDERDALE | 76,300 | 1.87 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 74,000 | 1.81 |
| 16 | SAN FRANCISCO-OAKLAND-SAN JOSE | 65,900 | 1.61 |
| 17 | CLEVELAND | 64,000 | 1.57 |
| 18 | MILWAUKEE | 46,500 | 1.14 |
| 19 | BIRMINGHAM | 43,300 | 1.06 |
| 20 | RICHMOND | 42,500 | 1.04 |
| 21 | CHARLOTTE | 42,100 | 1.03 |
| 22 | ORLANDO-DAYTONA BEACH-MELBOURNE | 39,800 | .98 |
| 23 | KANSAS CITY | 38,100 | .93 |
| 24 | BOSTON | 37,800 | .93 |
| 25 | MOBILE-PENSACOLA | 37,500 | .92 |
| 26 | TAMPA-ST. PETERSBURG | 37,100 | .91 |
| 27 | CINCINNATI | 36,300 | .89 |
| 28 | JACKSONVILLE | 35,800 | .88 |
| 29 | JACKSON, MS | 32,700 | .80 |
| 30 | SHREVEPORT-TEXARKANA | 32,400 | .79 |
| 31 | BATON ROUGE | 31,300 | .77 |
| 31 | INDIANAPOLIS | 31,300 | .77 |
| 33 | CHARLESTON, SC | 31,100 | .76 |
| 34 | HARTFORD-NEW HAVEN | 29,700 | .73 |
| 35 | COLUMBUS, OH | 29,000 | .71 |
| 36 | RALEIGH-DURHAM | 28,800 | .71 |
| 37 | GREENSBORO-WINSTON SALEM-HIGH POINT | 28,700 | .70 |
| 37 | SAN DIEGO | 28,700 | .70 |
| 39 | PITTSBURGH | 28,600 | .70 |
| 40 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 28,500 | .70 |
| 41 | LITTLE ROCK | 27,900 | .68 |
| 42 | SACRAMENTO-STOCKTON | 26,900 | .66 |
| 43 | GREENVILLE-SPARTANBURG-ASHEVILLE | 26,700 | .65 |
| 43 | NASHVILLE | 26,700 | .65 |
| 45 | MONTGOMERY-SELMA | 25,700 | .63 |
| 46 | FLINT-SAGINAW-BAY CITY | 24,900 | .61 |
| 47 | SEATTLE-TACOMA | 24,100 | .59 |
| 48 | COLUMBIA, SC | 23,700 | .58 |
| 49 | AUGUSTA | 23,600 | .58 |
| 50 | DAYTON | 22,500 | .55 |
| 51 | LOUISVILLE | 22,100 | .54 |
| 52 | MINNEAPOLIS-ST. PAUL | 21,700 | .53 |
| 53 | BUFFALO | 21,400 | .52 |
| 54 | OKLAHOMA CITY | 20,500 | .50 |
| 55 | MACON | 19,200 | .47 |
| 56 | SAVANNAH | 18,600 | .46 |
| 57 | ROCHESTER, NY | 18,300 | .45 |
| 58 | GREENVILLE-NEW BERN-WASHINGTON | 17,900 | .44 |
| 59 | DENVER | 17,800 | .44 |
| 60 | COLUMBUS, GA | 17,300 | .42 |
| 60 | TALLAHASSEE-THOMASVILLE | 17,300 | .42 |
| 62 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 17,000 | .42 |
| 63 | BEAUMONT-PORT ARTHUR | 16,200 | .40 |
| 64 | WACO-TEMPLE-BRYAN | 15,500 | .38 |
| 65 | SAN ANTONIO | 15,400 | .38 |
| 66 | PHOENIX | 14,900 | .37 |
| 67 | LAS VEGAS | 14,200 | .35 |
| 68 | MONROE-EL DORADO | 13,800 | .34 |
| 69 | TOLEDO | 13,600 | .33 |
| 70 | AUSTIN, TX | 12,800 | .31 |
| 71 | HARRISBURG-YORK-LANCASTER-LEBANON | 11,700 | .29 |
| 71 | TULSA | 11,700 | .29 |
| 73 | BILOXI-GULFPORT-PASCAGOULA | 11,500 | .28 |
| 74 | HUNTSVILLE-DECATUR-FLORENCE | 11,400 | .28 |
| 75 | OMAHA | 11,000 | .27 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 10,900 | .27 |
| 77 | ROANOKE-LYNCHBURG | 10,800 | .26 |
| 78 | TYLER-LONGVIEW-JACKSONVILLE | 10,600 | .26 |
| 79 | ALBANY, GA | 10,400 | .25 |
| 80 | YOUNGSTOWN | 10,300 | .25 |
| 81 | CHATTANOOGA | 10,000 | .25 |
| 82 | PORTLAND, OR | 8,700 | .21 |
| 83 | SYRACUSE | 8,400 | .21 |
| 84 | WICHITA-HUTCHINSON | 8,300 | .20 |
| 85 | PROVIDENCE-NEW BEDFORD | 7,800 | .19 |
| 86 | LAFAYETTE, LA | 7,700 | .19 |
| 87 | LANSING | 7,600 | .19 |
| 88 | ALBANY-SCHENECTADY-TROY | 7,500 | .18 |
| 89 | PEORIA-BLOOMINGTON | 7,200 | .18 |
| 89 | SPRINGFIELD, MA | 7,200 | .18 |
| 91 | LEXINGTON | 6,900 | .17 |
| 92 | FRESNO-VISALIA | 6,800 | .17 |
| 93 | FT. WAYNE | 6,600 | .16 |
| 93 | SOUTH BEND-ELKHART | 6,600 | .16 |
| 95 | COLORADO SPRINGS-PUEBLO | 6,300 | .15 |
| 96 | WICHITA FALLS-LAWTON | 6,100 | .15 |
| 97 | KNOXVILLE | 5,900 | .14 |
| 98 | ROCKFORD | 5,700 | .14 |
| 99 | BAKERSFIELD | 5,600 | .14 |
| 99 | WILMINGTON | 5,600 | .14 |
| 101 | SALINAS-MONTEREY | 4,400 | .11 |
| 102 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 4,300 | .11 |
| 103 | EL PASO | 4,200 | .10 |
| 104 | TUCSON | 3,800 | .09 |
| 105 | CHARLESTON-HUNTINGTON | 3,300 | .08 |
| 105 | LUBBOCK | 3,300 | .08 |
| 107 | ERIE | 3,100 | .08 |
| 108 | DES MOINES | 3,000 | .07 |
| 108 | ODESSA-MIDLAND | 3,000 | .07 |
| 110 | ALBUQUERQUE | 2,900 | .07 |
| 110 | EVANSVILLE | 2,900 | .07 |
| 112 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 2,700 | .07 |
| 112 | PANAMA CITY | 2,700 | .07 |
| 114 | MADISON | 2,600 | .06 |
| 114 | TOPEKA | 2,600 | .06 |
| 116 | CORPUS CHRISTI | 2,400 | .06 |
| 117 | AMARILLO | 2,000 | .05 |
| 117 | COLUMBIA-JEFFERSON CITY | 2,000 | .05 |
| 117 | SALT LAKE CITY | 2,000 | .05 |
| 120 | FT. SMITH | 1,900 | .05 |
| 121 | ABILENE-SWEETWATER | 1,800 | .04 |
| 122 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 1,600 | .04 |
| 123 | WHEELING-STEUBENVILLE | 1,400 | .03 |
| 124 | SPOKANE | 1,200 | .03 |
| 124 | WATERTOWN-CARTHAGE | 1,200 | .03 |
| 126 | CHICO-REDDING | 1,000 | .02 |
| 126 | LINCOLN-HASTINGS-KEARNEY | 1,000 | .02 |
| 128 | BINGHAMTON | 900 | .02 |
| 128 | RENO | 900 | .02 |
| 130 | TERRE HAUTE | 800 | .02 |
| 130 | WILKES BARRE-SCRANTON | 800 | .02 |
| 132 | JOHNSTOWN-ALTOONA | 700 | .02 |
| 132 | QUINCY-HANNIBAL | 700 | .02 |
| 134 | SPRINGFIELD, MO | 600 | .01 |
| 135 | BURLINGTON-PLATTSBURGH | 500 | .01 |
| 135 | EUGENE | 500 | .01 |
| 137 | MCALLEN-BROWNSVILLE: LRGV | 400 | .01 |
| 137 | PORTLAND-POLAND SPRING | 400 | .01 |
| 137 | SIOUX CITY | 400 | .01 |
| 137 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 400 | .01 |
| 141 | BOISE | 300 | .01 |
| 141 | DULUTH-SUPERIOR | 300 | .01 |
| 141 | GREEN BAY-APPLETON | 300 | .01 |
| 141 | JOPLIN-PITTSBURG | 300 | .01 |
| 145 | BILLINGS-HARDIN | 200 | - |
| 145 | EUREKA | 200 | - |
| 145 | GREAT FALLS | 200 | - |
| 145 | SIOUX FALLS-MITCHELL | 200 | - |
| 149 | BANGOR | 100 | - |
| 149 | FARGO | 100 | - |
| 149 | GRAND JUNCTION-DURANGO | 100 | - |
| 149 | IDAHO FALLS-POCATELLO | 100 | - |
| 149 | MEDFORD | 100 | - |
| 154 | MISSOULA | | |
| 154 | TRAVERSE CITY-CADILLAC | | |
| 154 | WAUSAU-RHINELANDER | | |

## HISPANIC CHILD TOTAL

US TOTAL 3,596,600

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 809,700 | 22.51 |
| 2 | NEW YORK | 457,500 | 12.72 |
| 3 | CHICAGO | 194,700 | 5.41 |
| 4 | HOUSTON | 177,100 | 4.92 |
| 5 | SAN ANTONIO | 129,100 | 3.59 |
| 6 | DALLAS-FT. WORTH | 124,600 | 3.46 |
| 7 | MIAMI-FT. LAUDERDALE | 121,000 | 3.36 |
| 8 | MCALLEN-BROWNSVILLE: LRGV | 120,700 | 3.36 |
| 9 | SAN DIEGO | 108,300 | 3.01 |
| 10 | EL PASO | 86,700 | 2.41 |
| 11 | SAN FRANCISCO-OAKLAND-SAN JOSE | 86,200 | 2.40 |
| 12 | PHOENIX | 83,900 | 2.33 |
| 13 | SACRAMENTO-STOCKTON | 82,100 | 2.28 |
| 14 | FRESNO-VISALIA | 55,600 | 1.55 |
| 15 | ALBUQUERQUE | 52,800 | 1.47 |
| 16 | DENVER | 48,300 | 1.34 |
| 17 | TUCSON | 40,600 | 1.13 |
| 18 | BOSTON | 40,200 | 1.12 |
| 19 | PHILADELPHIA | 38,400 | 1.07 |
| 20 | SALINAS-MONTEREY | 38,000 | 1.06 |
| 21 | WASHINGTON, DC | 37,700 | 1.05 |
| 22 | CORPUS CHRISTI | 37,400 | 1.04 |
| 23 | BAKERSFIELD | 36,800 | 1.02 |
| 24 | AUSTIN, TX | 34,000 | .95 |
| 25 | HARTFORD-NEW HAVEN | 28,700 | .80 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 23,400 | .65 |
| 27 | TAMPA-ST. PETERSBURG | 22,400 | .62 |
| 28 | SALT LAKE CITY | 18,500 | .51 |
| 29 | LAS VEGAS | 17,400 | .48 |
| 30 | ODESSA-MIDLAND | 17,300 | .48 |
| 31 | DETROIT | 17,000 | .47 |
| 32 | COLORADO SPRINGS-PUEBLO | 16,200 | .45 |
| 32 | SEATTLE-TACOMA | 16,200 | .45 |
| 34 | PORTLAND, OR | 15,200 | .42 |
| 35 | SPRINGFIELD, MA | 14,200 | .39 |
| 36 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 14,100 | .39 |
| 37 | MILWAUKEE | 13,500 | .38 |
| 38 | WACO-TEMPLE-BRYAN | 13,200 | .37 |
| 39 | PROVIDENCE-NEW BEDFORD | 12,900 | .36 |
| 40 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 12,300 | .34 |
| 41 | LUBBOCK | 12,000 | .33 |
| 42 | CLEVELAND | 11,400 | .32 |
| 43 | ATLANTA | 10,200 | .28 |
| 44 | MINNEAPOLIS-ST. PAUL | 9,700 | .27 |
| 45 | KANSAS CITY | 9,600 | .27 |
| 46 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 9,100 | .25 |
| 47 | OKLAHOMA CITY | 8,700 | .24 |
| 48 | HARRISBURG-YORK-LANCASTER-LEBANON | 8,400 | .23 |
| 49 | NEW ORLEANS | 8,100 | .23 |
| 50 | CHICO-REDDING | 7,300 | .20 |
| 50 | ROCHESTER, NY | 7,300 | .20 |
| 52 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 6,600 | .18 |
| 53 | AMARILLO | 6,500 | .18 |
| 53 | FLINT-SAGINAW-BAY CITY | 6,500 | .18 |
| 55 | ABILENE-SWEETWATER | 6,000 | .17 |
| 55 | WICHITA-HUTCHINSON | 6,000 | .17 |
| 57 | BUFFALO | 5,600 | .16 |
| 58 | BALTIMORE | 5,400 | .15 |
| 58 | TOLEDO | 5,400 | .15 |
| 60 | ST. LOUIS | 5,000 | .14 |
| 61 | RENO | 4,800 | .13 |
| 62 | JACKSONVILLE | 4,600 | .13 |
| 63 | BOISE | 4,500 | .13 |
| 64 | LANSING | 4,400 | .12 |
| 65 | TYLER-LONGVIEW-JACKSONVILLE | 4,000 | .11 |
| 65 | WICHITA FALLS-LAWTON | 4,000 | .11 |
| 67 | OMAHA | 3,800 | .11 |
| 68 | TULSA | 3,700 | .10 |
| 69 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 3,300 | .09 |
| 70 | ALBANY-SCHENECTADY-TROY | 3,200 | .09 |
| 71 | BEAUMONT-PORT ARTHUR | 3,100 | .09 |
| 72 | ROCKFORD | 2,600 | .07 |
| 73 | IDAHO FALLS-POCATELLO | 2,500 | .07 |
| 73 | INDIANAPOLIS | 2,500 | .07 |
| 75 | CHARLOTTE | 2,200 | .06 |
| 75 | SOUTH BEND-ELKHART | 2,200 | .06 |
| 77 | COLUMBUS, OH | 2,100 | .06 |
| 77 | PITTSBURGH | 2,100 | .06 |
| 77 | SPOKANE | 2,100 | .06 |
| 80 | MOBILE-PENSACOLA | 1,900 | .05 |
| 80 | SYRACUSE | 1,900 | .05 |
| 82 | DES MOINES | 1,700 | .05 |
| 82 | FT. WAYNE | 1,700 | .05 |
| 82 | GRAND JUNCTION-DURANGO | 1,700 | .05 |
| 82 | TOPEKA | 1,700 | .05 |
| 82 | YOUNGSTOWN | 1,700 | .05 |
| 87 | COLUMBUS, GA | 1,600 | .04 |
| 87 | LINCOLN-HASTINGS-KEARNEY | 1,600 | .04 |
| 87 | NASHVILLE | 1,600 | .04 |
| 87 | RALEIGH-DURHAM | 1,600 | .04 |
| 87 | RICHMOND | 1,600 | .04 |
| 92 | CHARLESTON, SC | 1,500 | .04 |
| 92 | CINCINNATI | 1,500 | .04 |
| 92 | GREENVILLE-SPARTANBURG-ASHEVILLE | 1,500 | .04 |
| 92 | MEDFORD | 1,500 | .04 |
| 96 | EUGENE | 1,400 | .04 |
| 97 | DAYTON | 1,300 | .04 |
| 97 | SHREVEPORT-TEXARKANA | 1,300 | .04 |
| 97 | SPRINGFIELD-DECATUR-CHAMPAIGN | 1,300 | .04 |
| 100 | BATON ROUGE | 1,200 | .03 |
| 100 | COLUMBIA, SC | 1,200 | .03 |
| 100 | EUREKA | 1,200 | .03 |
| 100 | FT. SMITH | 1,200 | .03 |
| 100 | GREENSBORO-WINSTON SALEM-HIGH POINT | 1,200 | .03 |
| 100 | MADISON | 1,200 | .03 |
| 100 | MEMPHIS | 1,200 | .03 |
| 100 | PEORIA-BLOOMINGTON | 1,200 | .03 |
| 108 | AUGUSTA | 1,100 | .03 |
| 108 | LITTLE ROCK | 1,100 | .03 |
| 108 | SIOUX CITY | 1,100 | .03 |
| 111 | ERIE | 1,000 | .03 |
| 111 | LOUISVILLE | 1,000 | .03 |
| 113 | GREENVILLE-NEW BERN-WASHINGTON | 800 | .02 |
| 113 | HUNTSVILLE-DECATUR-FLORENCE | 800 | .02 |
| 113 | TALLAHASSEE-THOMASVILLE | 800 | .02 |
| 116 | BILLINGS-HARDIN | 700 | .02 |
| 116 | BILOXI-GULFPORT-PASCAGOULA | 700 | .02 |
| 116 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 700 | .02 |
| 116 | GREEN BAY-APPLETON | 700 | .02 |
| 116 | MISSOULA | 700 | .02 |
| 116 | WATERTOWN-CARTHAGE | 700 | .02 |
| 122 | BINGHAMTON | 600 | .02 |
| 122 | BIRMINGHAM | 600 | .02 |
| 122 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 600 | .02 |
| 122 | SAVANNAH | 600 | .02 |
| 122 | WILKES BARRE-SCRANTON | 600 | .02 |
| 127 | BURLINGTON-PLATTSBURGH | 500 | .01 |
| 127 | CHARLESTON-HUNTINGTON | 500 | .01 |
| 127 | FARGO | 500 | .01 |
| 127 | JOPLIN-PITTSBURG | 500 | .01 |
| 127 | LAFAYETTE, LA | 500 | .01 |
| 127 | LEXINGTON | 500 | .01 |
| 127 | PANAMA CITY | 500 | .01 |
| 127 | PORTLAND-POLAND SPRING | 500 | .01 |
| 127 | SPRINGFIELD, MO | 500 | .01 |
| 136 | CHATTANOOGA | 400 | .01 |
| 136 | KNOXVILLE | 400 | .01 |
| 136 | MACON | 400 | .01 |
| 136 | MONROE-EL DORADO | 400 | .01 |
| 136 | MONTGOMERY-SELMA | 400 | .01 |
| 136 | ROANOKE-LYNCHBURG | 400 | .01 |
| 136 | TERRE HAUTE | 400 | .01 |
| 143 | COLUMBIA-JEFFERSON CITY | 300 | .01 |
| 143 | DULUTH-SUPERIOR | 300 | .01 |
| 143 | GREAT FALLS | 300 | .01 |
| 143 | JACKSON, MS | 300 | .01 |
| 143 | JOHNSTOWN-ALTOONA | 300 | .01 |
| 143 | WILMINGTON | 300 | .01 |
| 149 | ALBANY, GA | 200 | .01 |
| 149 | EVANSVILLE | 200 | .01 |
| 149 | TRAVERSE CITY-CADILLAC | 200 | .01 |
| 149 | WAUSAU-RHINELANDER | 200 | .01 |
| 153 | BANGOR | 100 | - |
| 153 | SIOUX FALLS-MITCHELL | 100 | - |
| 155 | QUINCY-HANNIBAL | | |
| 155 | WHEELING-STEUBENVILLE | | |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## ALL CHILDREN 6-11

US TOTAL 14,298,200

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 1,138,200 | 7.96 |
| 2 | LOS ANGELES | 943,800 | 6.60 |
| 3 | CHICAGO | 684,100 | 4.78 |
| 4 | PHILADELPHIA | 395,100 | 2.76 |
| 5 | DALLAS-FT. WORTH | 373,200 | 2.61 |
| 6 | HOUSTON | 367,500 | 2.57 |
| 7 | DETROIT | 361,500 | 2.53 |
| 8 | WASHINGTON, DC | 312,400 | 2.18 |
| 9 | BOSTON | 263,100 | 1.84 |
| 10 | ATLANTA | 256,800 | 1.80 |
| 10 | SAN FRANCISCO-OAKLAND-SAN JOSE | 256,800 | 1.80 |
| 12 | MINNEAPOLIS-ST. PAUL | 227,600 | 1.59 |
| 13 | SACRAMENTO-STOCKTON | 223,900 | 1.57 |
| 14 | ST. LOUIS | 220,700 | 1.54 |
| 15 | SEATTLE-TACOMA | 216,100 | 1.51 |
| 16 | SAN DIEGO | 208,000 | 1.45 |
| 17 | PHOENIX | 191,900 | 1.34 |
| 18 | BALTIMORE | 191,200 | 1.34 |
| 19 | SALT LAKE CITY | 177,400 | 1.24 |
| 20 | CLEVELAND | 174,100 | 1.22 |
| 21 | DENVER | 161,300 | 1.13 |
| 22 | MIAMI-FT. LAUDERDALE | 154,600 | 1.08 |
| 23 | PITTSBURGH | 149,400 | 1.04 |
| 24 | ORLANDO-DAYTONA BEACH-MELBOURNE | 147,400 | 1.03 |
| 25 | KANSAS CITY | 144,700 | 1.01 |
| 26 | TAMPA-ST. PETERSBURG | 144,300 | 1.01 |
| 27 | PORTLAND, OR | 143,700 | 1.01 |
| 28 | CINCINNATI | 133,200 | .93 |
| 29 | SAN ANTONIO | 130,900 | .92 |
| 30 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 128,700 | .90 |
| 31 | MILWAUKEE | 128,600 | .90 |
| 32 | HARTFORD-NEW HAVEN | 121,900 | .85 |
| 33 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 120,500 | .84 |
| 34 | HARRISBURG-YORK-LANCASTER-LEBANON | 118,100 | .83 |
| 34 | INDIANAPOLIS | 118,100 | .83 |
| 36 | NEW ORLEANS | 117,800 | .82 |
| 37 | COLUMBUS, OH | 117,100 | .82 |
| 38 | PROVIDENCE-NEW BEDFORD | 109,500 | .77 |
| 39 | CHARLOTTE | 97,000 | .68 |
| 40 | MEMPHIS | 93,300 | .65 |
| 41 | BUFFALO | 92,100 | .64 |
| 42 | OKLAHOMA CITY | 88,700 | .62 |
| 43 | NASHVILLE | 86,200 | .60 |
| 44 | DAYTON | 85,500 | .60 |
| 45 | GREENVILLE-SPARTANBURG-ASHEVILLE | 84,500 | .59 |
| 46 | FLINT-SAGINAW-BAY CITY | 83,500 | .58 |
| 46 | JACKSONVILLE | 83,500 | .58 |
| 48 | LOUISVILLE | 82,000 | .57 |
| 49 | MCALLEN-BROWNSVILLE: LRGV | 80,700 | .56 |
| 50 | ROCHESTER, NY | 79,400 | .56 |
| 51 | BIRMINGHAM | 78,700 | .55 |
| 52 | WEST PALM BEACH-FT PIERCE-VERO BEACH | 77,600 | .54 |
| 53 | MOBILE-PENSACOLA | 75,600 | .53 |
| 54 | FRESNO-VISALIA | 73,700 | .52 |
| 55 | RICHMOND | 72,000 | .50 |
| 56 | GREENSBORO-WINSTON SALEM-HIGH POINT | 71,300 | .50 |
| 57 | AUSTIN, TX | 69,700 | .49 |
| 58 | TULSA | 69,200 | .48 |
| 59 | ALBANY-SCHENECTADY-TROY | 67,100 | .47 |
| 60 | EL PASO | 66,200 | .46 |
| 61 | ALBUQUERQUE | 66,100 | .46 |
| 62 | LAS VEGAS | 64,300 | .45 |
| 63 | TUCSON | 60,300 | .42 |
| 64 | OMAHA | 59,500 | .42 |
| 65 | TOLEDO | 57,700 | .40 |
| 66 | RALEIGH-DURHAM | 56,200 | .39 |
| 67 | SYRACUSE | 55,900 | .39 |
| 68 | LITTLE ROCK | 54,600 | .38 |
| 69 | BAKERSFIELD | 52,900 | .37 |
| 70 | BATON ROUGE | 52,400 | .37 |
| 71 | WICHITA-HUTCHINSON | 52,300 | .37 |
| 72 | LANSING | 51,000 | .36 |
| 73 | SALINAS-MONTEREY | 50,800 | .36 |
| 74 | SHREVEPORT-TEXARKANA | 49,300 | .34 |
| 75 | COLORADO SPRINGS-PUEBLO | 49,100 | .34 |
| 76 | CHARLESTON, SC | 48,400 | .34 |
| 77 | SPRINGFIELD, MA | 48,000 | .34 |
| 78 | SPRINGFIELD-DECATUR-CHAMPAIGN | 46,900 | .33 |
| 79 | KNOXVILLE | 46,600 | .33 |
| 80 | WILKES BARRE-SCRANTON | 46,000 | .32 |
| 81 | CHARLESTON-HUNTINGTON | 45,900 | .32 |
| 82 | FT. WAYNE | 44,200 | .31 |
| 83 | WACO-TEMPLE-BRYAN | 41,100 | .29 |
| 84 | PEORIA-BLOOMINGTON | 40,400 | .28 |
| 84 | YOUNGSTOWN | 40,400 | .28 |
| 86 | SOUTH BEND-ELKHART | 40,300 | .28 |
| 87 | DES MOINES | 39,900 | .28 |
| 88 | SPOKANE | 38,900 | .27 |
| 89 | FT. SMITH | 38,700 | .27 |
| 89 | JACKSON, MS | 38,700 | .27 |
| 91 | AUGUSTA | 38,200 | .27 |
| 92 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 38,000 | .27 |
| 93 | CORPUS CHRISTI | 37,800 | .26 |
| 94 | COLUMBIA, SC | 37,700 | .26 |
| 95 | CHICO-REDDING | 36,900 | .26 |
| 96 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 36,000 | .25 |
| 96 | CHATTANOOGA | 36,000 | .25 |
| 98 | BEAUMONT-PORT ARTHUR | 34,800 | .24 |
| 99 | HUNTSVILLE-DECATUR-FLORENCE | 33,600 | .23 |
| 100 | LEXINGTON | 32,900 | .23 |
| 101 | MONTGOMERY-SELMA | 32,500 | .23 |
| 101 | ROANOKE-LYNCHBURG | 32,500 | .23 |
| 103 | GREEN BAY-APPLETON | 32,000 | .22 |
| 104 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 31,800 | .22 |
| 105 | BOISE | 30,400 | .21 |
| 106 | JOHNSTOWN-ALTOONA | 29,700 | .21 |
| 107 | ROCKFORD | 29,400 | .21 |
| 108 | LINCOLN-HASTINGS-KEARNEY | 28,400 | .20 |
| 109 | MADISON | 28,300 | .20 |
| 109 | PORTLAND-POLAND SPRING | 28,300 | .20 |
| 111 | EVANSVILLE | 27,400 | .19 |
| 112 | MACON | 27,300 | .19 |
| 112 | TYLER-LONGVIEW-JACKSONVILLE | 27,300 | .19 |
| 114 | BILOXI-GULFPORT-PASCAGOULA | 27,000 | .19 |
| 115 | GREENVILLE-NEW BERN-WASHINGTON | 26,900 | .19 |
| 116 | TALLAHASSEE-THOMASVILLE | 26,800 | .19 |
| 117 | ODESSA-MIDLAND | 26,700 | .19 |
| 118 | SAVANNAH | 26,000 | .18 |
| 119 | BURLINGTON-PLATTSBURGH | 24,900 | .17 |
| 120 | ERIE | 24,000 | .17 |
| 121 | EUGENE | 23,800 | .17 |
| 122 | WICHITA FALLS-LAWTON | 23,600 | .17 |
| 123 | DULUTH-SUPERIOR | 23,400 | .16 |
| 124 | IDAHO FALLS-POCATELLO | 22,300 | .16 |
| 125 | COLUMBUS, GA | 22,000 | .15 |
| 126 | BINGHAMTON | 21,300 | .15 |
| 127 | WHEELING-STEUBENVILLE | 20,800 | .15 |
| 128 | LUBBOCK | 20,600 | .14 |
| 129 | MONROE-EL DORADO | 20,400 | .14 |
| 130 | RENO | 20,000 | .14 |
| 131 | SPRINGFIELD, MO | 19,700 | .14 |
| 132 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 19,000 | .13 |
| 133 | AMARILLO | 18,600 | .13 |
| 134 | LAFAYETTE, LA | 16,400 | .11 |
| 134 | WAUSAU-RHINELANDER | 16,400 | .11 |
| 136 | TOPEKA | 16,000 | .11 |
| 137 | ABILENE-SWEETWATER | 15,500 | .11 |
| 138 | JOPLIN-PITTSBURG | 15,100 | .11 |
| 139 | FARGO | 14,800 | .10 |
| 140 | COLUMBIA-JEFFERSON CITY | 14,400 | .10 |
| 141 | SIOUX FALLS-MITCHELL | 14,300 | .10 |
| 142 | TERRE HAUTE | 13,400 | .09 |
| 143 | WILMINGTON | 13,300 | .09 |
| 144 | MEDFORD | 12,500 | .09 |
| 145 | BANGOR | 12,100 | .08 |
| 146 | ALBANY, GA | 11,600 | .08 |
| 146 | MISSOULA | 11,600 | .08 |
| 148 | SIOUX CITY | 11,500 | .08 |
| 149 | PANAMA CITY | 11,200 | .08 |
| 150 | EUREKA | 10,700 | .07 |
| 150 | WATERTOWN-CARTHAGE | 10,700 | .07 |
| 152 | BILLINGS-HARDIN | 10,600 | .07 |
| 153 | TRAVERSE CITY-CADILLAC | 9,000 | .06 |
| 154 | GRAND JUNCTION-DURANGO | 8,800 | .06 |
| 155 | QUINCY-HANNIBAL | 8,500 | .06 |
| 156 | GREAT FALLS | 7,200 | .05 |

## METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

**BLACK CHILDREN 6-11** US TOTAL 2,378,000

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | NEW YORK | 268,100 | 11.27 |
| 2 | CHICAGO | 161,900 | 6.81 |
| 3 | WASHINGTON, DC | 92,700 | 3.90 |
| 4 | DETROIT | 92,300 | 3.88 |
| 5 | LOS ANGELES | 91,100 | 3.83 |
| 6 | PHILADELPHIA | 87,500 | 3.68 |
| 7 | ATLANTA | 80,700 | 3.39 |
| 8 | HOUSTON | 70,900 | 2.98 |
| 9 | DALLAS-FT. WORTH | 61,800 | 2.60 |
| 10 | BALTIMORE | 59,200 | 2.49 |
| 11 | NEW ORLEANS | 50,600 | 2.13 |
| 12 | MEMPHIS | 46,100 | 1.94 |
| 12 | ST. LOUIS | 46,100 | 1.94 |
| 14 | MIAMI-FT. LAUDERDALE | 43,700 | 1.84 |
| 15 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 42,400 | 1.78 |
| 16 | SAN FRANCISCO-OAKLAND-SAN JOSE | 38,000 | 1.60 |
| 17 | CLEVELAND | 37,600 | 1.58 |
| 18 | MILWAUKEE | 26,900 | 1.13 |
| 19 | BIRMINGHAM | 26,300 | 1.11 |
| 20 | RICHMOND | 24,900 | 1.05 |
| 21 | CHARLOTTE | 24,500 | 1.03 |
| 22 | ORLANDO-DAYTONA BEACH-MELBOURNE | 23,200 | .98 |
| 23 | KANSAS CITY | 22,500 | .95 |
| 23 | MOBILE-PENSACOLA | 22,500 | .95 |
| 25 | TAMPA-ST. PETERSBURG | 21,500 | .90 |
| 26 | CINCINNATI | 21,100 | .89 |
| 27 | BOSTON | 20,800 | .87 |
| 28 | JACKSONVILLE | 20,400 | .86 |
| 29 | JACKSON, MS | 20,000 | .84 |
| 30 | SHREVEPORT-TEXARKANA | 19,500 | .82 |
| 31 | INDIANAPOLIS | 18,600 | .78 |
| 32 | BATON ROUGE | 18,500 | .78 |
| 33 | CHARLESTON, SC | 18,100 | .76 |
| 34 | LITTLE ROCK | 17,000 | .71 |
| 35 | COLUMBUS, OH | 16,900 | .71 |
| 35 | HARTFORD-NEW HAVEN | 16,900 | .71 |
| 37 | RALEIGH-DURHAM | 16,500 | .69 |
| 38 | GREENSBORO-WINSTON SALEM-HIGH POINT | 16,400 | .69 |
| 39 | PITTSBURGH | 16,100 | .68 |
| 39 | WEST PALM BEACH-FT. PIERCE-VERO BEACH | 16,100 | .68 |
| 41 | GREENVILLE-SPARTANBURG-ASHEVILLE | 16,000 | .67 |
| 42 | MONTGOMERY-SELMA | 15,700 | .66 |
| 42 | NASHVILLE | 15,700 | .66 |
| 42 | SAN DIEGO | 15,700 | .66 |
| 45 | SACRAMENTO-STOCKTON | 15,300 | .64 |
| 46 | FLINT-SAGINAW-BAY CITY | 15,000 | .63 |
| 47 | AUGUSTA | 14,200 | .60 |
| 48 | COLUMBIA, SC | 14,000 | .59 |
| 49 | SEATTLE-TACOMA | 13,700 | .58 |
| 50 | LOUISVILLE | 13,600 | .57 |
| 51 | DAYTON | 13,500 | .57 |
| 52 | OKLAHOMA CITY | 12,100 | .51 |
| 53 | BUFFALO | 12,000 | .50 |
| 54 | MINNEAPOLIS-ST. PAUL | 11,900 | .50 |
| 55 | MACON | 11,600 | .49 |
| 56 | SAVANNAH | 11,200 | .47 |
| 57 | GREENVILLE-NEW BERN-WASHINGTON | 10,900 | .46 |
| 58 | TALLAHASSEE-THOMASVILLE | 10,400 | .44 |
| 59 | DENVER | 10,100 | .42 |
| 59 | ROCHESTER, NY | 10,100 | .42 |
| 61 | COLUMBUS, GA | 10,000 | .42 |
| 62 | BEAUMONT-PORT ARTHUR | 9,900 | .42 |
| 63 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 9,800 | .41 |
| 64 | SAN ANTONIO | 9,000 | .38 |
| 65 | WACO-TEMPLE-BRYAN | 8,700 | .37 |
| 66 | PHOENIX | 8,500 | .36 |
| 67 | MONROE-EL DORADO | 8,100 | .34 |
| 68 | LAS VEGAS | 8,000 | .34 |
| 69 | TOLEDO | 7,900 | .33 |
| 70 | AUSTIN, TX | 7,600 | .32 |
| 71 | TULSA | 7,200 | .30 |
| 72 | BILOXI-GULFPORT-PASCAGOULA | 7,000 | .29 |
| 73 | HUNTSVILLE-DECATUR-FLORENCE | 6,800 | .29 |
| 74 | HARRISBURG-YORK-LANCASTER-LEBANON | 6,700 | .28 |
| 75 | ALBANY, GA | 6,500 | .27 |
| 76 | OMAHA | 6,400 | .27 |
| 76 | SPRINGFIELD-DECATUR-CHAMPAIGN | 6,400 | .27 |
| 78 | ROANOKE-LYNCHBURG | 6,300 | .26 |
| 79 | TYLER-LONGVIEW-JACKSONVILLE | 6,200 | .26 |
| 79 | YOUNGSTOWN | 6,200 | .26 |
| 81 | CHATTANOOGA | 6,000 | .25 |
| 82 | PORTLAND, OR | 5,000 | .21 |
| 83 | SYRACUSE | 4,700 | .20 |
| 83 | WICHITA-HUTCHINSON | 4,700 | .20 |
| 85 | LAFAYETTE, LA | 4,600 | .19 |
| 86 | LANSING | 4,400 | .19 |
| 87 | PROVIDENCE-NEW BEDFORD | 4,200 | .18 |
| 88 | LEXINGTON | 4,100 | .17 |
| 88 | PEORIA-BLOOMINGTON | 4,100 | .17 |
| 88 | SPRINGFIELD, MA | 4,100 | .17 |
| 91 | FT. WAYNE | 4,000 | .17 |
| 92 | ALBANY-SCHENECTADY-TROY | 3,900 | .16 |
| 93 | FRESNO-VISALIA | 3,800 | .16 |
| 93 | KNOXVILLE | 3,800 | .16 |
| 95 | SOUTH BEND-ELKHART | 3,700 | .16 |
| 96 | COLORADO SPRINGS-PUEBLO | 3,600 | .15 |
| 96 | WICHITA FALLS-LAWTON | 3,600 | .15 |
| 98 | ROCKFORD | 3,300 | .14 |
| 99 | WILMINGTON | 3,200 | .13 |
| 100 | BAKERSFIELD | 3,000 | .13 |
| 101 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 2,600 | .11 |
| 102 | SALINAS-MONTEREY | 2,400 | .10 |
| 103 | EL PASO | 2,300 | .10 |
| 104 | TUCSON | 2,200 | .09 |
| 105 | CHARLESTON-HUNTINGTON | 2,000 | .08 |
| 105 | LUBBOCK | 2,000 | .08 |
| 107 | EVANSVILLE | 1,900 | .08 |
| 108 | ALBUQUERQUE | 1,700 | .07 |
| 108 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 1,700 | .07 |
| 108 | ERIE | 1,700 | .07 |
| 108 | ODESSA-MIDLAND | 1,700 | .07 |
| 112 | DES MOINES | 1,600 | .07 |
| 112 | PANAMA CITY | 1,600 | .07 |
| 114 | TOPEKA | 1,500 | .06 |
| 115 | CORPUS CHRISTI | 1,400 | .06 |
| 115 | MADISON | 1,400 | .06 |
| 117 | COLUMBIA-JEFFERSON CITY | 1,300 | .05 |
| 118 | ABILENE-SWEETWATER | 1,200 | .05 |
| 118 | AMARILLO | 1,200 | .05 |
| 120 | FT. SMITH | 1,000 | .04 |
| 120 | SALT LAKE CITY | 1,000 | .04 |
| 122 | BRISTOL-KINGSPT-JOHNSN CTY:TRI-CTY | 800 | .03 |
| 123 | WHEELING-STEUBENVILLE | 700 | .03 |
| 124 | LINCOLN-HASTINGS-KEARNEY | 600 | .03 |
| 124 | SPOKANE | 600 | .03 |
| 126 | BINGHAMTON | 500 | .02 |
| 126 | WATERTOWN-CARTHAGE | 500 | .02 |
| 126 | WILKES BARRE-SCRANTON | 500 | .02 |
| 129 | CHICO-REDDING | 400 | .02 |
| 129 | JOHNSTOWN-ALTOONA | 400 | .02 |
| 129 | RENO | 400 | .02 |
| 129 | SPRINGFIELD, MO | 400 | .02 |
| 129 | TERRE HAUTE | 400 | .02 |
| 134 | BURLINGTON-PLATTSBURGH | 300 | .01 |
| 134 | EUGENE | 300 | .01 |
| 134 | MCALLEN-BROWNSVILLE: LRGV | 300 | .01 |
| 134 | PORTLAND-POLAND SPRING | 300 | .01 |
| 134 | QUINCY-HANNIBAL | 300 | .01 |
| 139 | GREEN BAY-APPLETON | 200 | .01 |
| 139 | SIOUX CITY | 200 | .01 |
| 139 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 200 | .01 |
| 142 | BANGOR | 100 | - |
| 142 | BILLINGS-HARDIN | 100 | - |
| 142 | BOISE | 100 | - |
| 142 | DULUTH-SUPERIOR | 100 | - |
| 142 | FARGO | 100 | - |
| 142 | JOPLIN-PITTSBURG | 100 | - |
| 142 | MEDFORD | 100 | - |
| 149 | EUREKA | | |
| 149 | GRAND JUNCTION-DURANGO | | |
| 149 | GREAT FALLS | | |
| 149 | IDAHO FALLS-POCATELLO | | |
| 149 | MISSOULA | | |
| 149 | SIOUX FALLS-MITCHELL | | |
| 149 | TRAVERSE CITY-CADILLAC | | |
| 149 | WAUSAU-RHINELANDER | | |

# METRO MARKETS RANKED BY DEMOGRAPHIC CATEGORY

## HISPANIC CHILDREN 6-11

US TOTAL 2,065,600

| Metro Rank | Metro Name | Pop in TVHH & Group Quarters | Pct of US |
|---|---|---|---|
| 1 | LOS ANGELES | 452,800 | 21.92 |
| 2 | NEW YORK | 264,000 | 12.78 |
| 3 | CHICAGO | 112,400 | 5.44 |
| 4 | HOUSTON | 102,300 | 4.95 |
| 5 | SAN ANTONIO | 76,200 | 3.69 |
| 6 | MCALLEN-BROWNSVILLE: LRGV | 74,100 | 3.59 |
| 7 | MIAMI-FT. LAUDERDALE | 71,000 | 3.44 |
| 8 | DALLAS-FT. WORTH | 69,400 | 3.36 |
| 9 | SAN DIEGO | 61,800 | 2.99 |
| 10 | EL PASO | 51,900 | 2.51 |
| 11 | SAN FRANCISCO-OAKLAND-SAN JOSE | 48,700 | 2.36 |
| 12 | PHOENIX | 47,500 | 2.30 |
| 13 | SACRAMENTO-STOCKTON | 47,100 | 2.28 |
| 14 | FRESNO-VISALIA | 32,600 | 1.58 |
| 15 | ALBUQUERQUE | 31,200 | 1.51 |
| 16 | DENVER | 27,800 | 1.35 |
| 17 | TUCSON | 23,500 | 1.14 |
| 18 | CORPUS CHRISTI | 23,000 | 1.11 |
| 19 | BOSTON | 22,800 | 1.10 |
| 20 | PHILADELPHIA | 22,300 | 1.08 |
| 21 | SALINAS-MONTEREY | 21,800 | 1.06 |
| 22 | BAKERSFIELD | 21,200 | 1.03 |
| 23 | WASHINGTON, DC | 21,100 | 1.02 |
| 24 | AUSTIN, TX | 19,400 | .94 |
| 25 | HARTFORD-NEW HAVEN | 16,600 | .80 |
| 26 | ORLANDO-DAYTONA BEACH-MELBOURNE | 14,100 | .68 |
| 27 | TAMPA-ST. PETERSBURG | 13,200 | .64 |
| 28 | SALT LAKE CITY | 10,800 | .52 |
| 29 | ODESSA-MIDLAND | 10,300 | .50 |
| 30 | COLORADO SPRINGS-PUEBLO | 9,700 | .47 |
| 30 | DETROIT | 9,700 | .47 |
| 30 | LAS VEGAS | 9,700 | .47 |
| 33 | SEATTLE-TACOMA | 9,100 | .44 |
| 34 | PORTLAND, OR | 8,500 | .41 |
| 35 | SPRINGFIELD, MA | 8,100 | .39 |
| 36 | MILWAUKEE | 7,900 | .38 |
| 37 | WEST PALM BEACH-FT PIERCE-VERO BEACH | 7,800 | .38 |
| 38 | WACO-TEMPLE-BRYAN | 7,500 | .36 |
| 39 | PROVIDENCE-NEW BEDFORD | 7,400 | .36 |
| 40 | LUBBOCK | 7,100 | .34 |
| 41 | YAKIMA-PASCO-RICHLAND-KENNEWICK | 7,000 | .34 |
| 42 | CLEVELAND | 6,700 | .32 |
| 43 | KANSAS CITY | 5,900 | .29 |
| 44 | ATLANTA | 5,500 | .27 |
| 44 | MINNEAPOLIS-ST. PAUL | 5,500 | .27 |
| 46 | GRAND RAPIDS-KALAMAZOO-BATTLE CREEK | 5,300 | .26 |
| 47 | NEW ORLEANS | 4,800 | .23 |
| 48 | OKLAHOMA CITY | 4,700 | .23 |
| 49 | HARRISBURG-YORK-LANCASTER-LEBANON | 4,600 | .22 |
| 50 | CHICO-REDDING | 4,200 | .20 |
| 50 | ROCHESTER, NY | 4,200 | .20 |
| 52 | AMARILLO | 3,700 | .18 |
| 52 | FLINT-SAGINAW-BAY CITY | 3,700 | .18 |
| 54 | ABILENE-SWEETWATER | 3,600 | .17 |
| 55 | NORFOLK-PORTSMTH-NEWPORT NEWS-HAMPTN | 3,500 | .17 |
| 56 | WICHITA-HUTCHINSON | 3,400 | .16 |
| 57 | BALTIMORE | 3,200 | .15 |
| 57 | TOLEDO | 3,200 | .15 |
| 59 | BUFFALO | 3,100 | .15 |
| 60 | BOISE | 2,700 | .13 |
| 60 | RENO | 2,700 | .13 |
| 60 | ST. LOUIS | 2,700 | .13 |
| 63 | LANSING | 2,500 | .12 |
| 64 | JACKSONVILLE | 2,400 | .12 |
| 64 | WICHITA FALLS-LAWTON | 2,400 | .12 |
| 66 | TULSA | 2,300 | .11 |
| 66 | TYLER-LONGVIEW-JACKSONVILLE | 2,300 | .11 |
| 68 | OMAHA | 2,100 | .10 |
| 69 | BEAUMONT-PORT ARTHUR | 2,000 | .10 |
| 70 | ALBANY-SCHENECTADY-TROY | 1,900 | .09 |
| 71 | DAVENPRT-ROCK ISLND-MOLINE: QUAD CTY | 1,800 | .09 |
| 72 | INDIANAPOLIS | 1,600 | .08 |
| 72 | ROCKFORD | 1,600 | .08 |
| 74 | CHARLOTTE | 1,400 | .07 |
| 74 | IDAHO FALLS-POCATELLO | 1,400 | .07 |
| 76 | COLUMBUS, OH | 1,300 | .06 |
| 76 | SOUTH BEND-ELKHART | 1,300 | .06 |
| 78 | PITTSBURGH | 1,200 | .06 |
| 79 | SPOKANE | 1,100 | .05 |
| 80 | BATON ROUGE | 1,000 | .05 |
| 80 | DES MOINES | 1,000 | .05 |
| 80 | FT. WAYNE | 1,000 | .05 |
| 80 | GRAND JUNCTION-DURANGO | 1,000 | .05 |
| 80 | NASHVILLE | 1,000 | .05 |
| 80 | RICHMOND | 1,000 | .05 |
| 80 | YOUNGSTOWN | 1,000 | .05 |
| 87 | COLUMBUS, GA | 900 | .04 |
| 87 | EUGENE | 900 | .04 |
| 87 | GREENVILLE-SPARTANBURG-ASHEVILLE | 900 | .04 |
| 87 | MEDFORD | 900 | .04 |
| 87 | MOBILE-PENSACOLA | 900 | .04 |
| 87 | SYRACUSE | 900 | .04 |
| 87 | TOPEKA | 900 | .04 |
| 94 | CHARLESTON, SC | 800 | .04 |
| 94 | FT. SMITH | 800 | .04 |
| 94 | LINCOLN-HASTINGS-KEARNEY | 800 | .04 |
| 94 | LITTLE ROCK | 800 | .04 |
| 94 | RALEIGH-DURHAM | 800 | .04 |
| 94 | SHREVEPORT-TEXARKANA | 800 | .04 |
| 100 | CINCINNATI | 700 | .03 |
| 100 | COLUMBIA, SC | 700 | .03 |
| 100 | DAYTON | 700 | .03 |
| 100 | EUREKA | 700 | .03 |
| 100 | MEMPHIS | 700 | .03 |
| 100 | PEORIA-BLOOMINGTON | 700 | .03 |
| 100 | SPRINGFIELD-DECATUR-CHAMPAIGN | 700 | .03 |
| 107 | AUGUSTA | 600 | .03 |
| 107 | ERIE | 600 | .03 |
| 107 | GREENSBORO-WINSTON SALEM-HIGH POINT | 600 | .03 |
| 107 | HUNTSVILLE-DECATUR-FLORENCE | 600 | .03 |
| 107 | LOUISVILLE | 600 | .03 |
| 107 | MADISON | 600 | .03 |
| 107 | SIOUX CITY | 600 | .03 |
| 114 | BILLINGS-HARDIN | 400 | .02 |
| 114 | BILOXI-GULFPORT-PASCAGOULA | 400 | .02 |
| 114 | BINGHAMTON | 400 | .02 |
| 114 | BIRMINGHAM | 400 | .02 |
| 114 | GREENVILLE-NEW BERN-WASHINGTON | 400 | .02 |
| 114 | MISSOULA | 400 | .02 |
| 114 | SAVANNAH | 400 | .02 |
| 114 | SPRINGFIELD, MO | 400 | .02 |
| 114 | TALLAHASSEE-THOMASVILLE | 400 | .02 |
| 123 | BRISTOL-KINGSPT-JOHNSN CTY: TRI-CTY | 300 | .01 |
| 123 | CEDAR RAPIDS-WATERLOO-DUBUQUE | 300 | .01 |
| 123 | CHARLESTON-HUNTINGTON | 300 | .01 |
| 123 | CHATTANOOGA | 300 | .01 |
| 123 | FARGO | 300 | .01 |
| 123 | GREEN BAY-APPLETON | 300 | .01 |
| 123 | JOPLIN-PITTSBURG | 300 | .01 |
| 123 | LAFAYETTE, LA | 300 | .01 |
| 123 | LEXINGTON | 300 | .01 |
| 123 | MACON | 300 | .01 |
| 123 | MONTGOMERY-SELMA | 300 | .01 |
| 123 | PANAMA CITY | 300 | .01 |
| 123 | TERRE HAUTE | 300 | .01 |
| 123 | WATERTOWN-CARTHAGE | 300 | .01 |
| 123 | WILKES BARRE-SCRANTON | 300 | .01 |
| 138 | BURLINGTON-PLATTSBURGH | 200 | .01 |
| 138 | COLUMBIA-JEFFERSON CITY | 200 | .01 |
| 138 | GREAT FALLS | 200 | .01 |
| 138 | JACKSON, MS | 200 | .01 |
| 138 | KNOXVILLE | 200 | .01 |
| 138 | PORTLAND-POLAND SPRING | 200 | .01 |
| 138 | WAUSAU-RHINELANDER | 200 | .01 |
| 138 | WILMINGTON | 200 | .01 |
| 146 | ALBANY, GA | 100 | - |
| 146 | BANGOR | 100 | - |
| 146 | DULUTH-SUPERIOR | 100 | - |
| 146 | EVANSVILLE | 100 | - |
| 146 | JOHNSTOWN-ALTOONA | 100 | - |
| 146 | MONROE-EL DORADO | 100 | - |
| 146 | ROANOKE-LYNCHBURG | 100 | - |
| 146 | TRAVERSE CITY-CADILLAC | 100 | - |
| 154 | QUINCY-HANNIBAL | | |
| 154 | SIOUX FALLS-MITCHELL | | |
| 154 | WHEELING-STEUBENVILLE | | |

# Notations

# Notations

## Notations

# Notations

# Notations

# Notations

# Notations

# Television Survey Dates for 1991-92

**OCTOBER SURVEY**
Sept. 25-Oct. 22, 1991 *(30 Mkts.)*

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |

**NOVEMBER SURVEY**
Oct. 30-Nov. 26, 1991 *(210 Mkts.)*

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 27 | 28 | 29 | 30 | 31 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

**JANUARY SURVEY**
Jan. 8-Feb. 4, 1992 *(20 Mkts.)*

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |

**FEBRUARY SURVEY**
Feb. 5-March 3, 1992 *(210 Mkts.)*

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**MARCH SURVEY**
March 4-March 31, 1992 *(5 Mkts.)*

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | 1 | 2 | 3 | 4 |

**MAY SURVEY**
April 22-May 19, 1992 *(210 Mkts.)*

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |

**JULY SURVEY**
July 8-Aug. 4, 1992 *(210 Mkts.)*

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |


**ARBITRON**

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Lynn Hendy (212) 887-1378
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Jemina Nolan (212) 887-1384
*Client Service Reps:*
Lynn Fava (212) 887-1527
Linda Centkowski (212) 887-1361
**Advertiser/Agency Services:**
Bill Rose (212) 887-1360
Christine Balcius (212) 887-1330
Kathleen Coffey/Merilee Mees (212) 887-1428
Bob Decker (212) 887-1336
Linda Dupree (212) 887-1387
Karin Dwyer (212) 887-1325
Susan Howard (212) 887-1413
Warren Kurtzman (212) 887-1369
Barbara McElroy (212) 887-1372
Dinah Saylors (212) 887-1432
Holly Williams (212) 887-1545
*Client Service Reps:*
Patrick Hays (212) 887-1424
Joe Loiacono (212) 887-1386
Diane Streckfuss (212) 887-1502
**ScanAmerica**
Sharon Binstock (212) 887-1587
Andrea Levine (212) 887-1337
*Client Service Rep:*
Michele Interlicchio (212) 887-1547

**Dallas**
One Galleria Tower
13355 Noel Road, Suite 1120 / 75240
**Broadcaster Service:**
Eric Schindler (214) 385-5389
Susan Ratcliff (214) 385-5391
Julie Girocco (214) 385-5392
**Advertiser/Agency Services:**
Sharon Rickel (214) 385-5394
Karen Deiterman (214) 385-5363
Michele McClew (214) 385-5364
Mary Ellen Nortier (214) 385-5393
Susan Pili (214) 385-5303
*Client Service Rep:*
Becky Burkett (214) 385-5387

**San Francisco**
One Maritime Plaza, Suite 1000 / 94111
**Broadcaster Service:**
David Bright (415) 393-6973
Robert McLoud (415) 393-7025
*Client Service Rep:*
Geralyn Chin (415) 393-6967
**Advertiser/Agency Services:**
Greg Hampton (415) 393-6955
Leslie Smith (415) 393-4628
*Client Service Rep:*
Lani Honma (415) 393-6974

**Chicago**
211 East Ontario, Suite 1400 / 60611
**Broadcaster Service:**
Jim Mocarski (312) 266-4155
Paul Heine (312) 266-4154
Chris Spano (312) 266-4153
*Client Service Rep:*
Carol Madill (312) 266-4151
**Advertiser/Agency Services:**
Barbara Czachorski (312) 266-4166
Joan Edgar (312) 266-4169
Carol Hanley (312) 266-4165
Steve Later (312) 266-4170
Scott Turner (312) 266-4168
Genelle Williams (312) 266-4164
Susan Winston (312) 266-4171
*Client Service Rep:*
Helen Raymond (312) 266-4172

**Atlanta**
300 Embassy Row / 30328
**Broadcaster Service:**
Judy Pearce (404) 399-2119
Chris Werner (404) 399-2125
*Client Service Rep:*
Debbie Story (404) 399-2127
**Advertiser/Agency Services:**
Bob Bourquard (404) 399-4567 (Cable)
Lisa Segall (404) 399-2315
Kathy Daly (404) 399-2118
Kim Farrell (404) 399-2239
Ginny Griffin/Linda Kaplan (404) 399-2116
*Client Service Reps:*
Mary Bauer (404) 399-2275
Megan Thorpe (404) 399-2117

**Los Angeles**
3333 Wilshire Blvd., Suite 712 / 90010
**Broadcaster Service:**
Bill Shafer (213) 736-0701
Ken Hansely (213) 736-0703
*Client Service Rep:*
Russell Six (213) 736-0712
**Advertiser/Agency Services:**
John Ferrari (213) 736-0714
George Brady (213) 736-0718
John Hegelmeyer (213) 736-0713
Dan Humfreville (213) 736-0711
Nancy Lankford (213) 736-0720
*Client Service Rep:*
Kevin Beaumont (213) 736-0704

*A Control Data Company*



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